

MARCH 20, 1954

LEATHER AND SHOES

The Magazine for Executives

German Tanning Methods

New Shoe Leasing Plan

Trouble With Men's Shoes

Argentine Hides Depleted

Women's Welts Plummeting

Russia Buys West's Hides

More Anti-Gold Witnesses

BRANDICALF: RUGS TO RICHES: A young company with a young idea headed by young C. R. Schueler, gives leather a new merchandising outlook on life.



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Comfortable*

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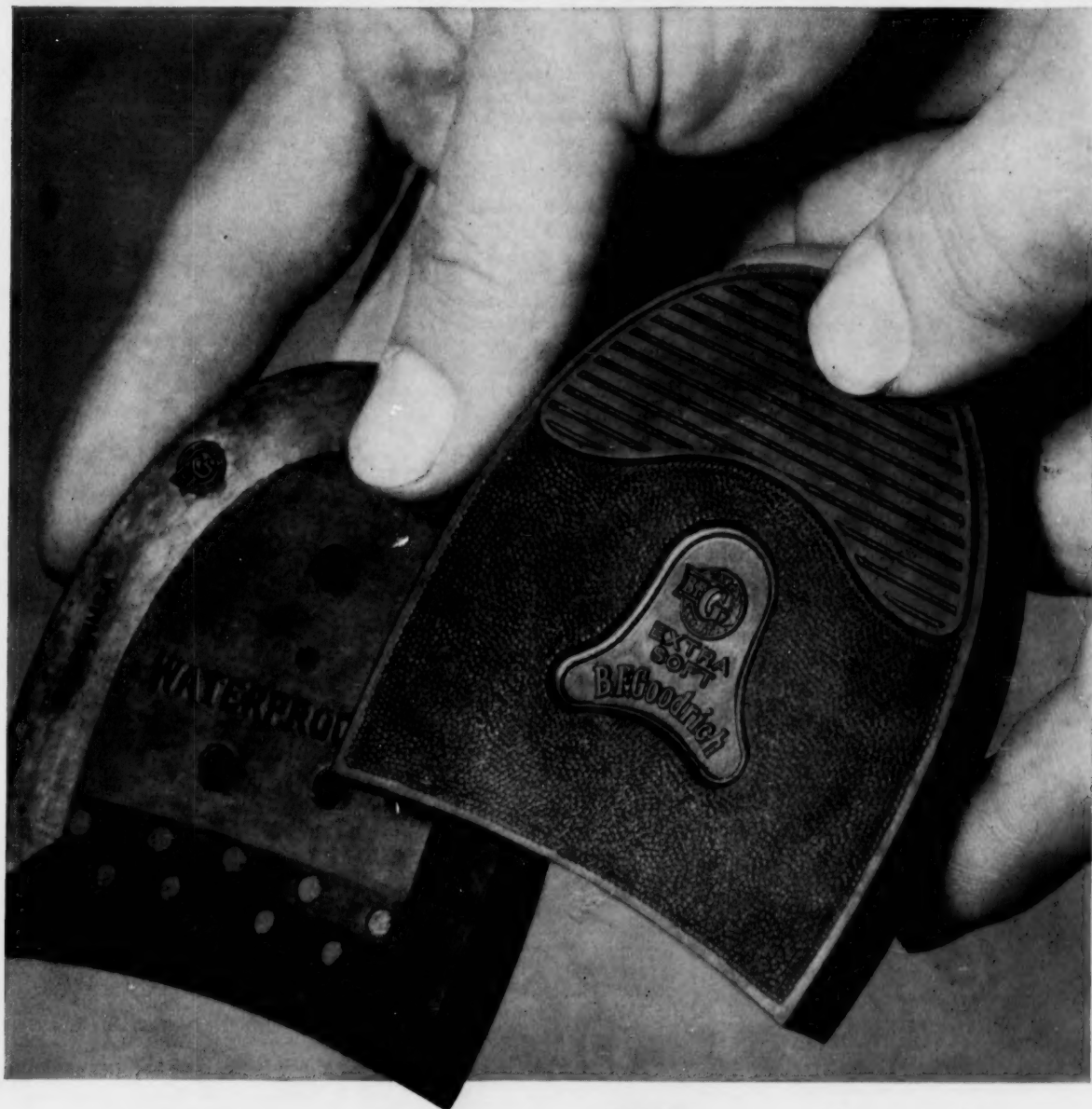
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Croton Calf

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INDUSTRIAL PRODUCTS DIVISION

LISTEN TO THIS!

British breadbasket. One-fourth of all Britain's shoe exports are going to North America. Shoe exports account for six percent of total output, or 8.5 million pairs. In 1952 Britain's shoe output was 120 million pairs; in 1953 it rose to 135 million.

Male Cinderella wanted. Michael Menasder, a restaurant owner of San Francisco, is looking for a male Cinderella with a size 12 shoe. The owner was running to catch a bus when his shoe flew off and crashed into Menasder's window. The man caught the bus. Now Menasder wants to catch the man and nail him with an \$80 window repair bill.

Farewell red flannels. Wilson Brothers' Aetna Mill closed its plant in Troy, N. Y. It was one of the country's leading makers of long woolen underwear. The plant reached its peak 30 years ago, employing 500. By last year, however, production had sunk so low that the obvious end had come. The company stated simply, "Long Johns are out of style."

Foam letter. When Andrews-Alderfer Co. developed a new foam rubber product for footwear, it

sought a novel way to introduce it to shoe manufacturers. The material is made on continuous rolls, and is fabric-backed. The company got the bright idea to write the sales letters right on the material in a letter-size sample large enough for experimental use in the shoe factory. Response was "far greater than anticipated," said the company.

Guilty—who me? Nicholas Cherkas, six-foot-three leather merchant of Mineola, N. Y., was outraged when a cop tried to arrest him at 5 a.m. for disturbing the peace. Cherkas, weighing in at 230 pounds, flattened the cop with one swipe. Six more cops appeared, and Nick flattened them, too. Finally, a couple of more cops, with the help of the others, managed to subdue Nick and got him in the patrol wagon. At the courthouse, Nick started swinging again, kayoed one cop, grabbed another by the scuff of the neck and swung him around to fend off the other cops. Finally, 20 cops sat on him long enough for the judge to charge him with a variety of counts, including disorderly conduct and assaulting cops. Yelled Cherkas, "Not guilty!"

Troubled Turk. At a recent visit to Chicago, Mrs. Celal Bayar, wife of Turkey's president, complained of trouble with her feet and legs. A local orthopedist was called in, advised a low-heel oxford. Martin Kramer, orthopedic shoe specialist, brought a bagful of shoes to Mrs. Bayar's hotel, had to pass through a heavy security guard. Had she gone to his store, an entourage of some 20 persons would have had to accompany her. Anyhow, she was satisfactorily fitted—and wore the shoes to the city's official reception on the same evening.

Accident remedy. The American Automobile Association reports that since shorter skirts have been in fashion, pedestrian accidents have been reduced 25 percent. If that's the case, we're all for eliminating accidents entirely.

Suggestion box. Some 8,000 business and industrial firms use the "suggestion box" plan to get ideas from employees. Last year, more than 1,000,000 ideas were contributed. One out of four contributions are used. In 1953, workers' bonuses on these came to \$7,000,000.

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LEATHER and SHOES

March 20, 1954

The Trouble With Men's Shoe Business? Summed Up In Three Words: Lack Of Opportunism

Formal Wear Shoes Present A Startling Example Of Why Men's Shoe Business Continues To Lag

Everybody has had a turn at taking pot shots at the men's branch of the shoe industry in pointing up the steady decline in per capita consumption of men's shoes over the years.

But out of all the comment and criticism has at least come signs of positive action to correct the malady. This is illustrated by the recently formed men's shoe committee under sponsorship of the National Shoe Institute. It's a significant start.

However, being human, we can't resist the temptation to add more grist to the mill of "what's wrong with men's shoe business." We think we've come upon an important finding. It can be summed up in a short phrase:

Lack of opportunism.

We'd like to give what we think is an excellent example. In the March 13 issue of *Shoescope* — The Advance Guide To Footwear Fashion, the authoritative new publication dealing with shoe style trends, some highly interesting facts were presented regarding the men's formal wear industry, and the failure of footwear to match the fashion pace in this field.

Back in 1946, volume in the men's formal wear industry amounted to only \$5,000,000. Today, due to a swift and mass return to formal wear, that industry is doing a volume of nearly \$60,000,000, with a rise to \$100,000,000 expected within the next few years.

One of the nation's leading formal wear apparel makers, S. Rudofker's Sons, Inc., reports a 29 percent increase in sales, last quarter 1953 over 1952. Their spring orders are up 32 percent. Rogers Peet reports sales up 30 percent. Other leading producers and stores report similar increases.

But despite this spectacular rise in men's formal wear sales, production and sales of men's formal wear shoes have been slower than a six-year-old trying to solve a problem in trigonometry.

Just to illustrate this, *Shoescope* made a survey, and the report is startling. A couple of weeks ago *Shoescope* "door-checked" some 400 men attending a formal affair at the Waldorf-Astoria in New York. Here's the shocking shoe score: only eight percent wore black patent formal pumps or oxfords; another 12 percent wore plain-toe black calf oxfords; one percent wore tassel ties. And the remaining 79 percent wore regular black street shoes.

All these men were impeccably attired in formal clothing—yet the great majority were "undressed" from the ankles down. *Shoescope*, queried a few of the men wearing black street shoes to this affair — asked "How come?"

A few said they'd looked all over their home cities, "couldn't find a pair." Others just shrugged it off with, "Just haven't given it a thought." The irony is that while these men gave serious thought to proper formal attire in all other items, they simply by-passed consideration of shoes to go with the costume.

That's a small example of what we mean by "lack of opportunism."

Now, what may happen? Some of the men's shoe producers will sit up and take notice, start producing men's patent pumps and oxfords. If so, this will again show signs of "lack of opportunism."

What we mean is this. As pointed out in *Shoescope*, the men's formal wear clothing business has been rev-

olutionized: new styles, materials, colors, textures, etc.—all of which have helped inspire sales. The "old" tuxedo is as dated as a high Herbert Hoover collar.

Take color, for instance. Black is only one color today in men's formal wear. In the ties, vest, cummerbunds, and other accessories navy blue and wine or maroon are common. And in summer formal wear the colors are uninhibited — powder blue, canary yellow, eggshell, white, pastels, etc.

So back to that old black patent pump or oxford as the proper go-with formal shoe? If so, too bad. For here's a real opportunity to introduce new patterns, colors, textures in shoes for formal wear. And opportunity to bring this branch of men's shoe business back to life.

There are many other examples of this "lack of opportunism" in men's shoe business. For instance, "charcoal" in men's clothing has swept the country over the past couple of years. Yet what were the go-with shoes? Same old browns and black. Only now are charcoal tones in leathers moving into the picture — probably too late to cash in on the earlier opportunity.

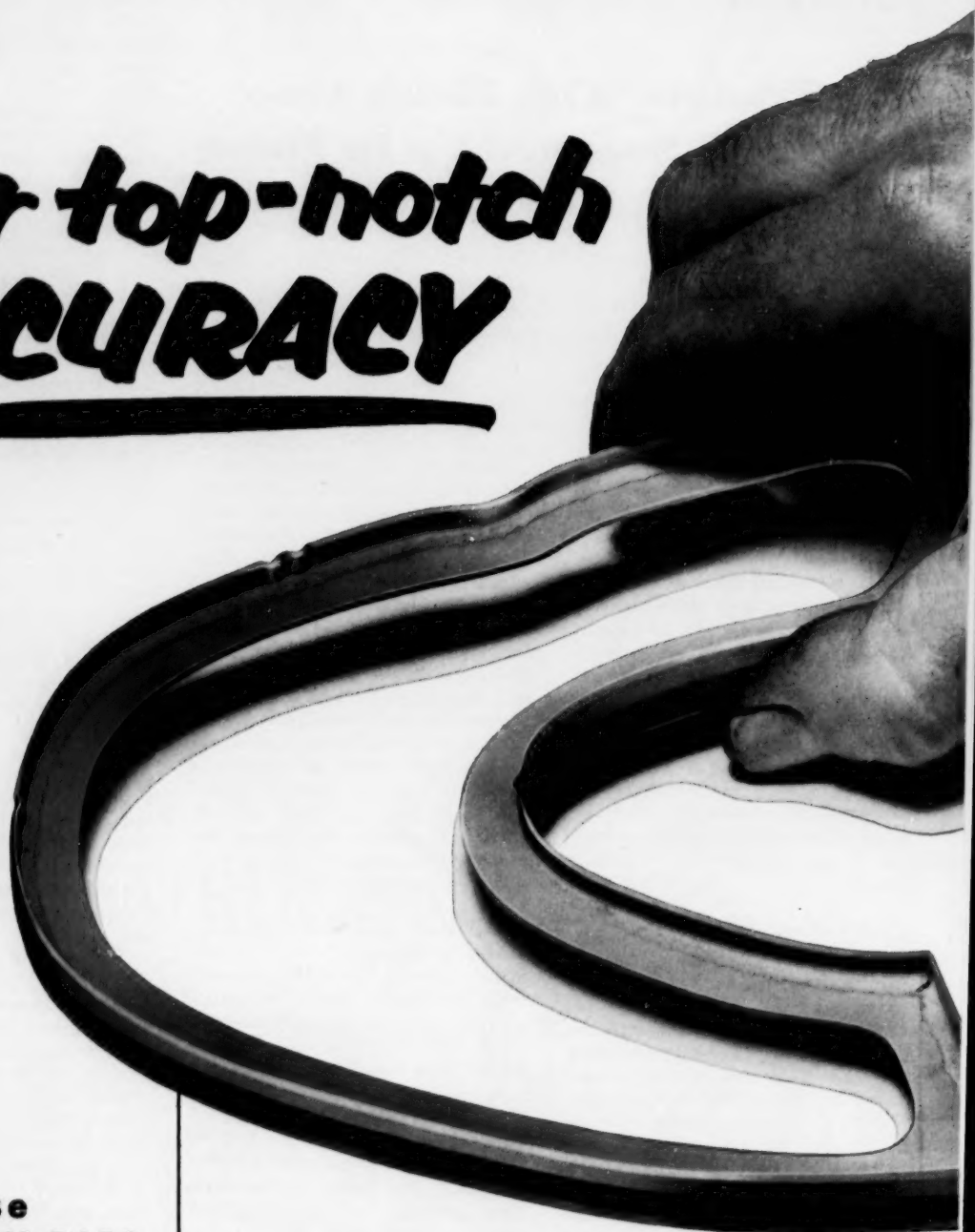
Take men's "at-home" or "leisure" footwear. The shoe industry has done a great job on this item in the women's field. But in men's — well, the old man just hasn't much choice except his slippers, his loafers, or sitting around in his stocking feet.

The colorful men's rubber-canvas footwear has hewn a deep notch out of men's summer shoe business. Shoe business said that "historically" the male was conservative, would never don bright colors on his feet. The rubber-canvas footwear makers, blissfully ignorant to this profound social truth, went ahead anyway and made colorful shoes for men. The rest is now history—quite different history than shoe business has always been prone to believe.

You get the idea of this "lack of opportunism"? It's found in a lot of industries and businesses. It's the old, yet still fresh and profound truth that when opportunity knocks, you've just got to be there. It's a matter of constant alertness to trends, to habits, to public thinking translated into public action—and being ready with the product when the action takes place. That's opportunism.

Reprints of the editorial at nominal costs: Up to 100, 10c each; 200-500, 5c each; 1000-3000, 2½c each; 5000 or over, 1½c each.

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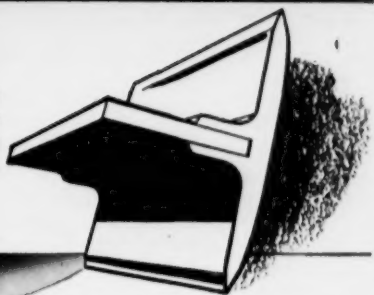
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news X-Ray

Women's welt output on downgrade—decline to continue . . .

Russians grabbing up Western hides and leathers . . . Argentina's hide stocks depleted.



Production of women's welts losing ground steadily over past few years. Take the figures. In 1946, shoe industry produced 20 million pairs of women's welts. This was record year when women's shoes constituted 234,000,000 pairs of 528,962,000 total. In 1952, there were only 18 million women's welts made. Last year, this was down to 16.5 million.

Reason for decline twofold. First is trend to light, airy shoe in women's style, stress on openness and flexibility. Second is cost factor. Both reasons have accounted for rise of cemented and California types. No prospect of reversal of trend in immediate future, at least.

Men's shoes still account for majority of welts. Normally, 85% of men's production is welts. In recent years, this has meant annual output of approximately 85 million welts since men's total production has held close to 100 million pair mark each year since 1946. Last year, men's total was 98,577,000 pairs, the year before it was 102,235,000 pairs while in 1951 it was 105,949,000 pairs.

Since welts account for approximately 34% of annual production, remaining 70 million pairs of welts consist of misses', children's and majority of boys' and youths' shoes. Overall, welts add up to some 170 million pairs.



Soviet Russia's push toward greater trade with West now extending into hides and skins, leathers and shoes. Despite collectivization of Russian farms, cattle industry at lowest ebb in years. Fact is collectivization and overemphasis upon industrialization has proved almost disastrous to Red farms. In 1953, there were only 32.3 million beef cattle reported, 24.3 million dairy cattle. Population has reached highest point in years at 210 million, bringing ratio of all cattle to 27 for each 100 Russians, lowest ratio since Czarist days.

This is reason why Russia is attempting to buy all the Western rawstock and leather it can find for sale. Curiously, Netherlands importer-exporters have been most helpful to Soviet. Recently, Russia purchased from them some 300-400 tons of tanned heavy hides from France at cost of 430-440 francs per kilo (about 44c per pound—franc is worth \$.0028 and kilo weighs in at approximately 2½ pounds).

Additional Russian purchases from Netherlands involve 2.5 million feet of box calf. This also came from France. British leather also reported moving to Russia through Netherlands. Western Germany is supplying sole leather and calfskins via France and Netherlands. Finland is source of boots and shoes. For some reason, Reds seem ready to admit their own shoes are inferior. Foreign shoes always attract great deal of attention.

Another big source for hides is Argentina. Russia and satellites now Peron's best customers. During Jan. and Feb. this year, Argentina sold 350,000 hides to Poland, 100,000 to Hungary, and 280,000 to Russia herself. All were frigorificos (heavy steers).

Result is Argentina's stock of heavy hides is at bottom of barrel. Matter of fact, stocks of all hides and skins are extremely low. Government has imposed temporary restriction on slaughter of small animals. And main production of heavy steers and cows is currently only 50% of normal. This is Argentina's slowest hide production period of year. Still she continues to deplete her stocks by selling to Iron Curtain countries.



This is the era of big government but few realize how big. The current administration has just come up with a single word bigger than the entire alphabet and a new synthetic rubber whose name is almost as long as two alphabets combined. It happened last week when the Department of Defense announced a new type of rubber. The name is—hold tight—monochlorotri-fluoroethylene fluorocarbon elastomer.

Anything else should be anticlimactic. Nevertheless, the new rubber claims new properties. For one, it resists acids, is affected only slightly by hydrocarbon fuels and lubricants, oxygen, ozone and sun. It won't burn, resists heat. At the other end, it shows no effects from temperatures as low as 15 degrees below zero.

New rubber was developed by Army Quartermaster Corps with M. K. Kellogg Co., subsidiary of Pullman, Inc. Kellogg is building pilot plant to begin production of several thousand pounds monthly beginning late fall. Entire output marked for military at first but samples will be made available to industry for evaluation and later use.

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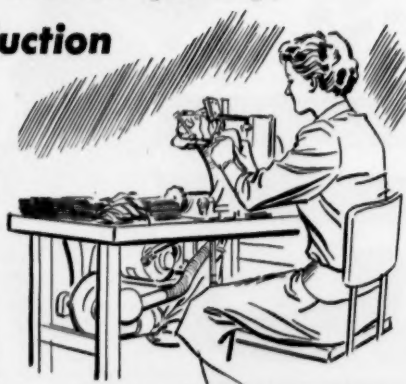
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THE USMC SEAM REDUCING MACHINE — MODEL A *gives you backseams of hand-rubbed quality, at a high rate of production*

This new United machine will reduce backseams by removing a small portion of stock from both edges of the upstanding section of the seam. The remaining stock is rubbed down and over to effectively reduce the seam. In the finished shoe, it has a smoothness and evenness heretofore unobtainable except by arduous hand work.

"Snakey" backseams are overcome even though quarters are not matched for texture or weight. Strain on stitches in this operation is eliminated and strain on the seam at lasting is greatly reduced, thus overcoming the problem of broken backseams.



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LEATHER AND SHOES



The Magazine for Executives

RUGS TO RICHES

New Adventure In Leather Merchandising Hits The Jackpot

"Brandicalf," A Young And Fast-Growing Firm,
Opens New Markets With Unique Leather Products

What's the future for leather? While a few leather men take a gloomy view, and others are satisfied with the resigned theme that "there'll always be a use for leather," one young man has gone ahead and opened a vast new market with enormous possibilities.

"Leather's potential markets have hardly been scratched," says C. R. Schueler. "The mass market is highly receptive to leather—if properly merchandised."

His enthusiasm is well justified. In three short years his distinctive leather business has grown 1500 percent. The technique: a dynamic idea, unique products, and a streamlined merchandising program.

One man with strong convictions that leather's merchandising possibilities are still mainly untapped is C. R. "Dick" Schueler, a 31-year-old hide and skin broker of Boston. In three short years, Schueler has parlayed this conviction and a dynamic idea into a prosperous and growing business.

The business is "Brandicalf," trade name for a steadily expanding line of unique leather products that is being merchandised by mail order to consumers all over the country.

Young Schueler started this as a side-line operation. "It was an experiment," he says. "I figured it might require only a small portion of my time, but it has sprouted be-

yond all expectation. The problem at the moment is holding it back."

While Schueler devotes most of his time to his brokerage firm, he has assistants and part-time employees aiding him in this expanding mail order business. Brandicalf is now doing a volume 1500 percent greater than it did the first year.

Brandicalf started with a single item: hair-on calfskins sold to the public for use as novelty rugs or wall decorations in homes where a western flair is desired, such as for a cowboy motif in a small boy's room.

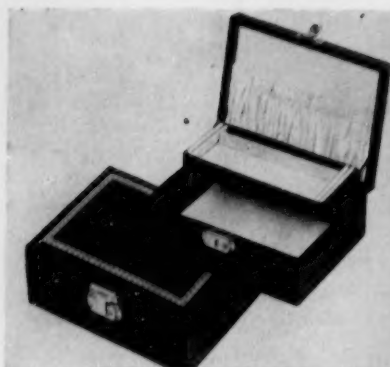
These calfskins average about five square feet in area. And for an added sales-appeal gimmick the skins may be branded with any specified initials. These brown- or black-and-white skins sell for \$12.95. The unbranded for \$1.00 less. The larger skins of six to seven square feet in the same colors sell for \$17.95 branded, \$16.95 unbranded. Thinking of the raw hide and skin business, Schueler grins when he says that he thinks his company is the first to get a premium for branded skins.

The Brandicalf skins have to be perfect and without any blemish for this specialized consumer market.

BRANDICALF BOSS C. R. Schueler and two of the unique products, now bread-and-butter items, that got the com-

pany off to a sound start. Center is a branded calfskin rug, and right is a long-hair "Bunni-Bear" sheepskin rug.





SOME OF THE MORE RECENT ITEMS added to Brandicalf's growing lines of distinctive leather products: Left,

a leather jewel case; center and right are a smart leather suit ensemble in pastel color.

Only a small percentage of even top-grade skins are suitable.

Schueler went to school at Phillips Academy from 1936 to 1940, and to Princeton with the class of 1944. He left college in 1943 for a three-year hitch in the Field Artillery where he was discharged a 1st Lieutenant. He returned to college and graduated in 1946. He had been virtually weaned on hides and skins since his father, whom all Bostonians in the trade still affectionately remember, had spent his life in the hide brokerage business. Schueler worked for a well known brokerage firm for about four years beginning with the fall of 1946.

The Brandicalf idea had mullied in his mind ever since he saw his first calfskin.

In 1950 he launched his own brokerage business. In November of that year the long-hibernating idea of Brandicalf awakened. He ran his first BRANDICALF ad in *House*

Beautiful magazine—a modest 1/12th page.

Orders started to come in almost immediately in highly encouraging numbers. A good share of the income on these orders was ploughed back into an expanded advertising program, into mailing equipment, addressing equipment and inventory. Today, Brandicalf is still continually expanding with more and larger ads in a growing list of national magazines: *American Home*, *Esquire*, *The New Yorker*, *House & Garden*, *Holiday*, *Glamour*, *Vogue*, *Living*, *The Wall Street Journal*, etc.

Most of the mail-order response has come from the Mid-west and West, followed by the Mid-Atlantic states, Southwest and lastly New England. Many mail-order businesses hear from those areas and in that order. Midwestern states, for ex-

ample, are much more conditioned to mail-order buying.

Rawstock supply on the calfskins has been no problem, because Schueler takes the larger, longer-haired skins which are not in heavy demand for shoes and novelties.

While the demand for calfskin rugs was growing, Schueler was already thinking of other products to introduce in the same manner. New possibilities were also being inspired by letters he was receiving from all parts of the country.

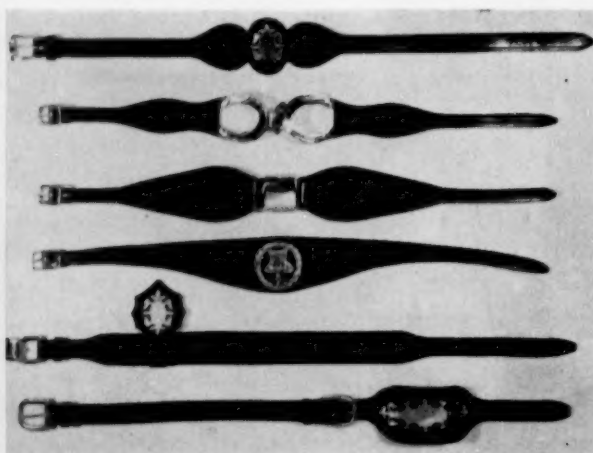
From California: "Do you have a bear rug?" From a New Jersey housewife: "If you have any small pieces suitable for an occasional pillow or seat cover, I'd be interested."

From a woman in Wisconsin: "I would like two of the large skins in the same color. I have two fireside chairs I think would look very attractive in these coverings."

From Pennsylvania: "Send me one

MORE UNIQUE LEATHER PRODUCTS: Left is an imported Bavarian leather shorts and suspenders set

(Lederhosen); center is a variety of women's fashionable waistbelts; and right is a smart pastel leather evening jacket.



of the unbranded skins. I want to use it to cover a hassock."

Fifty of his skins are hung in a bar in Nome, Alaska.

Other suggested uses for these skins include end-table covers, chair or divan upholstery, coverings for home bar stools, wall paneling, decorative wall hangings, lamp shades, etc.

Well established with his calfskin rug item, Schueler took his second step. This time into animal-shaped sheepskin rugs. The first of these was called a "Snuggle-Rug," and came in white and honey (natural) color. It quickly won favor, and today is a "bread-and-butter" item that sell as well as the calfskin rugs.

Just recently was launched a larger better quality sheepskin rug under the name "Bunni-Bear." This has fuller, longer and richer hair, snow white in color and is available in either rectangular or oval shape. Any size can be furnished, even up to 9 x 12 feet or larger.

But today the name Brandicalf symbolizes far more than calfskin and sheepskin rugs. Some of the other leather products Schueler is now carrying and selling are fine brief cases; jewel cases; fashionable waist belts or cinchers for women; boy's holster sets; men's belts; imported Bavarian leather shorts and suspenders (Lederhosen) for men, women and children; boy's cowboy suits (chaps and vests) of hair-on leather; men's chamois shirts and vests; and a whole line of truly high-fashion leather apparel (jackets, coats, skirts, suits, etc.) for women.

"One thing about our line," says Schueler, "is that most of the items we handle cannot be found in every store. In fact, most cannot be found in any store or in very few. We are trying to bring really *unique*



BERMUDA LEATHER SHORTS — in smart pastels.

March 20, 1954

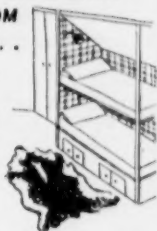


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Give her that "lap-of-luxury" feeling with these deep, silky sheepskins to scatter beside her bed—before her fireplace—in her playroom. Cloud soft, they make cold morning rising a joy. Choice: cloud white or honey. App. 8 to 9 sq. ft.—\$12.95 PPD.

AND NOW—"BUNNI BEAR"—IN

your choice of oval or rectangular shape. Sumptuous, extra long, 4" hair lends warmth to any room—charm to any setting. All are genuine, imported sheepskins . . . the finest available. Wonderful as a gift or for your own use. Specify choice of oval or rectangular. Snow white, 24"x42"—\$19.95 ppd. 30"x50"—\$29.95 ppd.

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EXAMPLE OF ADS run in wide variety of consumer publications with national distribution.

leather items to the mail order public. We are not after dime-store business, and refuse to handle gadgety merchandise. I believe that people will buy from us more and more—to the very extent that we present more unusual and finer items. We won't sell anything that doesn't appeal to us, and we will sink or swim with quality leather goods."

Incidentally, at the tenth reunion of Schueler's class at Princeton, in June 1954, the entire class will be outfitted in Lederhosen—the Bavarian leather shorts and braces in orange and black trim, the college colors. The supplier (at cost this time) is Brandicalf, of course.

"The ideas and possibilities are coming so fast," says Schueler, "it's hard to decide where we'll go from here. One thing is obvious, this field has hardly been scratched."

Schueler is planning to merchandise skins of some of the more

exotic animals: bears, zebras, polar bears, etc. Other innovations in the works are large floor coverings in different designs, consisting of hair-on hide pieces sewn or laced together in patterns. He has seen some of this sort of work and thinks the possibilities for exploitation are good.

Several prominent interior decorators have applied these skins to numerous uses around homes and offices. Schueler continues to receive requests from leading department stores and retailers for permission to stock and sell these Brandicalf items. But he wants for the present to hold this operation to mail order so that he can maintain closer control and keep the business in hand. He is constantly building his mailing list and sends out promotional catalogs several times a year. The growing number of repeat orders and the catalog business has been extremely gratifying.

LEATHER and SHOES

"Many of our mail-order buyers are generally surprised at the quality and beauty of these leather items when they receive them. Out of this brief experience I have learned at least one significant thing. While the public has an innate love of leather, there is nevertheless an amazing public ignorance about leather . . . its sources, how it is made, its distinctive qualities. For example, many people seem to think that leather is made on a continuous roll, like plastic or cloth. One lady even wrote Brandicalf asking us to send her one calfskin with zebra stripes and one with leopard spots. Many have no idea that leather is the skin of an animal."

Schueler believes that what he has done in a small way and in this brief period with Brandicalf, is indicative of great new opportunities for marketing leather and leather products.

"This is a tremendous virgin field. There is enormous public interest in animal skins for home decorative purposes, in leather clothing, leather upholstery items, and in all really fine leather made into good products. Customers all over the nation write us and say they've looked in stores everywhere for just such items without success. They are delighted to learn of the Brandicalf lines."

Schueler feels that the present advertising program of the Leather Industries of America has helped him a good deal. "In fact," he says, "the knowledge that the L.I.A. program was going to be launched gave us the courage to triple our advertising budget last year."

Schueler states that his own firm has come up with only a relative handful of the commercial possibilities in new products for leather.

What may be his biggest bet is still up his sleeve—but he will say that it involves quantity distribution of leather to individual consumers by the foot.

Meanwhile, his catalog slogan, "For gifts that live . . . give leather," is being implanted in the minds of growing thousands of consumers, and he is at the same time making sure that Brandicalf, with its line of distinctive and original items, is cashing in on the pioneering job it has been doing in this field.

PLANS AFOOT

1954 Shoe Fair Sets Up Committee

Organization of a new National Shoe Fair Committee to plan the program and operations of the 1954 National Shoe Fair was announced this week.

The committee held its first meeting in New York last week and will meet at intervals in the future to work out details of the next Shoe Fair, scheduled Oct. 24-27 in Chicago.

Following are the committee members, according to organizational set-up:

National Shoe Manufacturers Association—Charles H. Jones, Jr., Commonwealth Shoe & Leather Co.; Clark Gamble, Brown Shoe Co.; A. J. Brauer, Jr., Brauer Bros. Shoe Co.; Herbert Lape, Jr., Julian & Kokenge Co.; Maxey Jarman, General Shoe Corp.; Merrill A. Watson, NSMA; Harold R. Quimby, NSMA.

National Shoe Retailers Association—Gilbert Hahn, Wm. Hahn & Co.; W. Otto Warn, Warn & Warn; David S. Hirschler, Hofheimer's, Inc.; Clovis Saunders, Saunders & Co.; John W. Morgan, McGrew & Morgan; George B. Hess, Hess' Shoes; L. E. Langston, NSRA.

Organizational Set-up—Chairman, Maxey Jarman; Vice-Chairman, John W. Morgan; Co-Secretaries, L. E. Langston and H. R. Quimby; Treasurer, W. W. Rohrbach, J. Lee Nicholson & Co.; General Manager, George E. Gayou.

Activities Committee—Chairman, A. J. Brauer, Jr.; Vice-Chairman, Clovis Saunders.

Publicity Committee—Chairman, John Morgan; Vice-Chairman, Herbert Lape, Jr.

Budget Committee—Chairman, David Hirschler; Vice-Chairman, Herbert Lape, Jr.

THE RICHARD YOUNG LINE

KANGAROO

Black, White and Numerous Colors. The aristocrat of upper leathers.

RYCOTAN GLOVE SIDES

Genuine Full Grain, Aniline drum-developed colors for casual shoes and accessories.

DELATAN SIDES

Top grain, Water repellent finish. All colors on natural base.

LAMBSKINS

CAPES, RychroSUEDE and RYCHROME LININGS. All the latest colors for shoes, slippers and accessories.



RICHARD YOUNG COMPANY

54 South St., Boston 11, Mass.

Fine Leathers

REVERSE
LEATHERS

• **BRIERPROOF*** . . . Reverse side leather in men's and women's weights and seasonal colors. The choice of leading shoe manufacturers where sueded or brushed leathers are desired. *T.M. Reg., Applied for

HEBB LEATHER CO., INC. 112 BEACH STREET BOSTON, MASS.

Witness Says Ben Gold Still A Red

Favorable stories on Ben Gold, president of International Fur and Leather Workers Union, have appeared in the *Daily Worker*, Communist Party newspaper, many times since Aug. 1950 when Gold claims he resigned from the Party, John Lautner, Government witness, testified this week.

Lautner, an employee of the Department of Justice, told the jury at Gold's trial in Washington, D. C., that the fact that Gold was mentioned often in the *Daily Worker* plus his continued participation in May Day celebrations indicate he has not severed his ties with the Communist Party.

Gold is charged with signing a false non-Communist affidavit in Aug. of 1950. At that time, he claimed he had "resigned" from membership in the Party.

Lautner claimed also that "any member who was considered an effective Communist could not resign." He said that Gold would not have been permitted to speak at the 1951 and 1952 May Day celebrations if he had left the Communist Party. He also stated that Communist teachings advocate force and violence.

Trial reports published in the *Daily Worker* have strongly supported Gold despite the paper's claim to impartial reporting.

Brown's Net Down

The Brown Co. in Berlin, N. H., manufacturer of shoe innersoles and other products, and its wholly-owned subsidiary, Brown Corp. of Canada, had consolidated net sales of \$67,197,203 during the fiscal year ending Nov. 30, 1953, it has been announced by Laurence F. Whittemore, president of the firms. The figure for the previous year was \$65,638,483.

The concern's annual report also showed that consolidated net profit after all charges, including income taxes, amounted to \$3,050,696, compared to \$4,396,967 in the previous year. Consolidated net working capital increased \$404,080 during the year, bringing the total to \$18,222,877.

Both the Brown Co. and its Canadian subsidiary had a substantial in-



ST. LOUIS SHOE WEEK beginning April 25 is officially proclaimed by Mayor Raymond R. Tucker shown presenting proclamation to Harry Bennigson, treasurer of the St. Louis Manufacturers Association. Looking on is Ruth Klump of Valley Shoe Corp., chairman of the Association's publicity committee; Arthur H. Gale, executive secretary of the Association; and Fred J. Vogt, general manager of Peters Shoe Co.

crease in production and tonnage sales, it was reported, but average selling prices in the industry were lower than in the previous year, particularly in Canadian pulp production.

FALL FORECAST

Boston Shoe Show Will Tell Story

First real indication of what to expect in shoe business this fall will be unveiled April 4-8 when shoe manufacturers bring forth their wares at Boston Advance Fall Market Week. Showings will be held at the Statler and Touraine hotels and showrooms on Lincoln, Essex and High streets.

Sponsored semi-annually by the New England Shoe and Leather Association, the showing will officially launch the shoe trade's fall shows. Although aimed specifically at shoe buyers from wholesalers, mail order houses and shoe chains, the Boston Market Week attracts a representative cross-section of all shoe buyers.

Not significant stylewise, the show has in its three years of existence come to be regarded as a reliable indicator of sales prospects for the season ahead.

Members of the Show Committee include George A. Dempsey, Crosset Shoe Co., chairman; Robert Adams, Charles Cushman Co.; A. E. Berkowitz, Bourque Shoe Co.; and Saul L. Katz, Hubbard Shoe Co., Inc.

Tropical Leathers

New lightweight tropical leathers in a variety of colors will feature the unique Tropical Leather Capsule Cruise which Leather Industries of America is staging March 25 on the S.S. Santa Paula in New York Harbor.

Fashion show, exhibit of shoes, bags, gloves, belts, luggage, garments and other personal accessories, all in tropical leathers, and cocktail party will be the order of the day, beginning at 4:30 p.m.

The S.S. Santa Paula is docked at Pier 58, North River (foot of 17th St.) and admission is by invitation.

Knipe Bros. Sold

Sale of controlling interest of Knipe Bros., Inc., Ward Hill, Mass., men's shoe manufacturer, to Paul A. Crane, president, and Lee P. Hart, treasurer of Roberts-Hart, Inc., Keene, N. H., maker of men's work shoes, has been announced.

Operations of Knipe Bros. will continue substantially the same with no major changes contemplated in shoe types, prices and sales organization, according to Crane. Operations of Roberts-Hart will remain unchanged, he added.

Crane will serve as president and general manager of Knipe Bros., and Hart will act as treasurer. William Leon Knipe, former president and treasurer, has been named a vice president and remains as a director. Virginia Knipe remains as clerk.

REAL BARGAIN

Shoe Prices Up Only 22% Since 1946

Shoe prices are not high, according to the New England Shoe and Leather Association.

An analysis of official government data shows that the average factory price of all shoes shipped during 1953 was \$3.67 per pair, an increase of 22 percent over 1946. On the other hand, the cost-of-living index

has risen over 37 percent during this same period. It is apparent, therefore, that shoe costs to the public have advanced considerably less than most items included in the cost-of-living index.

"Measuring shoe value in another way," Maxwell Field, the Association's executive vice president, points out that, "twenty years ago it required 5.7 hours of labor to buy an average pair of shoes. Today only 3.5 hours of work are needed to buy the comparable average pair, and today's shoes are unquestionably of better quality and durability reflecting the huge technological strides

made in the leather and shoe industries.

"Shoes are a bargain any way we look at it," Field concluded.

ENTERS SHOE FIELD

Remington Takes On General Tire Line

Remington Products Co. of Akron, O., has been appointed exclusive distributor of the shoe trade by the General Tire & Rubber Co. of Akron for the latter's complete line of sponge rubber sheet stock, according to John W. Spalding, vice president in charge of sales for Remington.

The appointment was announced by William F. Lang, newly appointed sales manager of General's sponge and foam rubber division. Sponge rubber in continuous rolls of all densities and thicknesses is being produced at General's Jeannette, Pa., plant.

Remington will continue to handle its line of sponge rubber heel, arch, metatarsal and filler cushions in addition to the continuous sponge rubber roll stock. The company also handles "Rem" cutting boards.

New Strap Plant

Crest Leather Mfg. Corp., Brooklyn, N. Y., division of Jacques Kreisler Mfg. Corp., North Bergen, N. J., is currently building a new plant in St. Petersburg, Fla., for the manufacture of leather straps for wrist watches.

Crest Leather will move its entire operation to St. Petersburg upon completion of the 24,000-square-foot plant, according to A. J. Pardoll, president of the firm. About 200 workers will be employed.

Surpass Combination

Surpass Leather Company of Boston has been appointed New England representative for Cooper Bros., Trumansberg, N. Y., originators of the Cooper Process of combining skivers and upper leather. Upper leather treated in this manner has met with considerable success in shoe factories as it effects savings by eliminating linings in high style footwear.

BARKEY IMPORTING CO., Inc.

44 East 53rd St.

New York 22, N. Y.

IMPORTERS

VEGETABLE TANNING EXTRACTS AND RAW MATERIALS

Wattle Bark

Wattle Extract

Quebracho Extract

Valonia Cups, Beards

Valonia Extract, Valex Brand

Mangrove Bark

Sicily Sumac

Myrabolans

Divi divi

SOLE AGENTS FOR UNITED STATES AND CANADA

For

ITALIAN CHESTNUT EXTRACTS

Solid and Powdered

Produced by

LEDOGA S. p. A.

Milano, Italy



NEW FOOTBALL SHOE is this canvas-topped, rubber-cleated sample developed by U. S. Rubber Co. for regular use by college and high school teams and junior football leagues. Endorsed by former Notre Dame coach Frank Leahy, the shoe is black in color, light-weight, completely washable, has deep-digging rubber cleats permanently molded in the mid-sole. Hard toe designed for kicking.

SHOE MARKET DAY

Baltimore Retailers Launch Novel Plan

New Promotion Designates Each Wednesday for Footwear Buying

What may prove a veritable "bonanza" to Baltimore shoe wholesalers and manufacturers is the new promotion of footwear via a "Shoe Market Day" which was launched officially for the first time on Wednesday, March 17, and will be held every Wednesday thereafter during the year.

At the instigation of Robert Rubin (shoe buyer of Epstein's Department stores), and President of the Baltimore Shoe Club, Inc., members enthusiastically and unanimously adopted his plan to create a special day each week as "Shoe Market Day." Purpose is to have retailers in Baltimore and from nearby surrounding states visit all the Baltimore wholesalers' show rooms and select what wholesalers feel will be the most wanted footwear fashions for their customers.

The plan actually creates fifty-two shows a year all close to home.

A printed form letter detailing the weekly event has been sent by the Baltimore Shoe Club to all shoe retailers in the surrounding territory, including Pennsylvania, Delaware, District of Columbia, Maryland and Virginia. Wholesalers will follow-up this promotion with cards sent from

their own offices to their own clientele.

Since Baltimore has always enjoyed the reputation of being tops in distribution of footwear south of the Mason-Dixon Line this is just the beginning of what the Baltimore Shoe Club plans in keeping Baltimore a convenient spot for the shoe retailers throughout the entire south.

"This is a real news item and undoubtedly will interest not only retailers but manufacturers as well, in knowing folks from Baltimore are 'on the ball'", states P. Irvin Volk, Treasurer of the Baltimore Shoe Club.

Southwest Shoe Shows

The Fall Shoe Show of the Southwestern Shoe Travelers Association will be held May 9-12 at the Adolphus, Baker and Southland Hotels in Dallas, Texas, according to Paul B. Schroeder, secretary-manager of the Association.

The Southwestern Show has become one of the outstanding regional footwear showings over the country and draws widespread representation from shoe manufacturers.

The Association's Spring Shoe Showing will be held at the same hotels in Dallas on Nov. 14-17.

Get Stronger, Cleaner Leathers with these HOOKER Sharpeners

Hooker Sharpeners give you *precise control* of the alkalinity and sulfidity of unhairing solutions. This means better yields of uniform high quality leather, plus savings on beamshop operations.

SODIUM SULFIDE—Na₂S

Mol. Wt. 78.1
M.P. 100°C

Light buff colored solid in flake form. Rapidly soluble in water; slightly soluble in alcohol; insoluble in ether. Also available in solid form.

ANALYSIS

Na₂S 60 to 62%
NaCl 1.5% Max.
Other Na Salts 2.0% Max.
Fe 8 ppm Max.
Cu, Ni, Cr, Mn, Pb . . . 1 ppm Max.
Water of crystallization . 35% Min.

SHIPPING CONTAINERS

Steel drums . . . 90 and 350 lbs. net

SODIUM SULFHYDRATE—NaSH

(sodium hydrosulfide)

Mol. Wt. 56.1
M.P. 55°C

Light lemon colored solid in flake form. Completely and rapidly soluble in water, alcohol and ether.

ANALYSIS

NaSH 70 to 72%
Na₂S 2.5% Max.
NaCl 0.8% Max.
Na₂SO₃ and NaHCO₃ . 0.4% Max.
Fe 5 ppm Max.
Cu, Ni, Cr, Mn, Pb . . . 1 ppm Max.
Water of crystallization . 28 to 26%

SHIPPING CONTAINERS

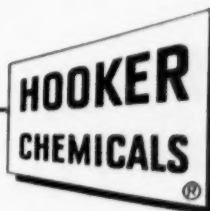
Lacquer-lined steel drums . . . 90 and 350 lbs. net

Hooker is known as a dependable supplier of Caustic Soda, Sodium Sulfide and Sodium Sulphydrate for tanners. For a detailed discussion of the use of these Hooker Chemicals in the leather industry, write on your company letterhead for Hooker Bulletins Nos. 500, "Hooker Sodium Sulphydrate" and 503, "Studies in Unhairing" by E. R. Theis and M. O. Ricker.

HOOKER ELECTROCHEMICAL COMPANY

1 Union St., Niagara Falls, N. Y.
New York, N. Y. Los Angeles, Calif.
Chicago, Ill. Tacoma, Wash.

Caustic Soda Muriatic Acid Paradichlorobenzene
Chlorine Sodium Tetrasulfide Sodium Sulfide





NEWLY APPOINTED assistant general manager by United Shoe Corp. is Harold E. Booma, left, who has been with the firm since 1931. At right is Lewis B. Walker, a veteran of more than 40 years service with United, who was elected a director of the corporation. Booma was placed in charge of shoe machinery research and development in 1945 and named assistant director of research in 1947. His new duties will include liaison between United's research and commercial divisions. Walker is president of the Quarter Century Club and has been assistant general manager at the Boston office since 1940.

FAIR EXCHANGE

Shoe Town Aids Factory Expansion

A project aimed at expanding the shoe manufacturing industry in Pittsfield, N. H., was approved by the voters at the annual town meeting in that community on March 9.

The townspeople authorized the exchange of two existing shoe factories in the town, the plant of Adams Bros., Inc., on Catamount Street, now leased from the town, and that firm's factory on Joy Street, which is leased to the Pittsfield Shoe Co. The Adams firm has occupied the town-owned building for many years, leasing its own Joy Street plant to the other shoe concern.

Under the new plan, as explained by Robert H. Fisher, director of Pittsfield Industries, Inc., a new factory will be constructed on the Joy Street property to enable the Pitts-

field Shoe Co. to expand its production.

In addition to authorizing the exchange of factories, the Pittsfield voters empowered the Board of Selectmen to convey the proposed factory site to Pittsfield Industries, Inc., for the sum of one dollar.

Nauen Scholarship

Simons Hide & Skin Corp. and its employees have established a scholarship in memory of Albert G. Nauen, their late associate. The scholarship will enable a teacher from a selected Greater Boston Public School to attend Boston University's Human Relations Summer Workshop at Andover, Mass.

The course aims at helping teachers learn techniques and methods conducive to good attitudes among the children of diverse backgrounds attending public schools.

Nauen spent many years in many philanthropic activities, particularly in helping victims of prejudice and discrimination abroad.

Jingles In Jest

Ed. Note: In submitting the accompanying, Mr. Weinstein said: "I read with amusement the jingle signed 'A Shoe Fabric Salesman' (L&S, Jan. 30) and the answer by a 'Shoe Factory Buyer' (L&S, Feb. 6) which prompted me to write the jingle below."

Peacemaker

Buyers who are stinkers
And salesman who are dinkers
Can jest with each other no end.
But in dealing together
It all depends whether
Each other they do not offend.
So heed to this warning
Lest you wake up some morning
In an unfriendly world. You will find
That without one another
There's no business, and Brother!
It's yourself that you have
maligned.

Cecil Weinstein
Weinstein Shoe Co., Lynn

St. Louis Off 2%

Shoe production in the eighth Federal Reserve District for the 12 months of 1953 totaled 92,472,000 pairs, some two million pairs or two percent below the 94,349,000 pairs produced in 1952, the Federal Reserve Bank of St. Louis reports.

Output in Dec. 1953 amounted to 7,699,000 pairs, seven percent below Dec. 1952 output of 8,286,000 pairs but fully 31 percent above Nov. 1953 output of 5,872,000 pairs.

Edison Promotes

John M. Murphy has been promoted to the Regional Managers' staff of Edison Bros. Stores, Inc. Murphy, who has held managerial positions with the company in Denver, Pueblo, Des Moines, San Antonio and Wichita, will supervise 12 of Edison's 245 stores in Louisiana and Alabama. He will make his headquarters in New Orleans.

S. A. CARLOS CASADO LTDA.

Oldest producers of

PARAGUAYAN QUEBRACHO EXTRACT

Brands "Carlos Casado" — solid ordinary "Tanextra" — cold water soluble

Sold exclusively in U. S., Canada, Mexico, Cuba, Central America through

TAN-AMERICAN CORPORATION

42 Broadway, New York 4, N. Y.

Step lively

in shades that look alive!



Du Pont Dyes enhance natural-leather appearance

Clear, intense, alive colors add genuine sales appeal to your products. Du Pont dyes for finishing leather achieve these shades, avoiding the dull, "painted" look caused by over-use of inorganic pigments.

For stain and pigment coats . . . Du Pont soluble dyes for leather are available as direct, acid, and basic colors. They are deep-penetrating, level-dyeing colors, stable in aqueous solutions, and resistant to shade changes from heat or chemical contact.

For lacquer top coats . . . Du Pont "LUXOL"* dyes lend brilliance to pigmented finish coats, brightening and intensifying the shade without sacrificing fastness to bleeding. "LUXOL" dyes are spirit-soluble, water-in-

soluble, and compatible with lacquers and lacquer emulsions.

Du Pont's technical service staff is ready to work with you on any leather-coloring problem. For information on Du Pont dyes—or for technical assistance—write to E. I. du Pont de Nemours & Co. (Inc.), Dyes and Chemicals Division, Wilmington 98, Delaware.

REG. U. S. PAT. OFF.

Du Pont Dyes

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY



Designed For
The Leather And
Shoe Trades

NEW
SINGER

GOLD

SHANK needles

Manufactured By
A Special Process
To Give You—

- Unusual Smoothness In
Eye And Groove
- Less Abrasion Of Thread
- Better Stitch Quality
- Reduced Needle Heat

Ask about SINGER Gold Shank
Needles at your nearest SINGER
Shop for the Manufacturing Trade.



SINGER SEWING MACHINE CO.

149 BROADWAY, NEW YORK 6, N.Y.

Manufacturing Trade Department • Branches In All Principal Cities

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If You Manufacture Shoes Or Leather Goods
Look Here For The **SINGER** GOLD SHANK* Needles You Need

Class & Variety	Size	Point	Class & Variety	Size	Point	Class & Variety	Size	Point
16 x 1	9		16 x 73	16		128 x 20	21	Tri
	10			18			22	Tri
	12			21			24	Tri
	14		16 x 74	11	NW	128 x 21	12	
	16			12	NW		13	
16 x 2	9	NW		13	NW		14	
	10	NW		14	NW		15	
	11	NW		16	NW		16	
	12	NW		18	NW		18	
	12	ExNW	128 x 2	14	Tri		20	
	13	NW		15	Tri	128 x 22	11	NW
	13	ExNW		16	Tri		12	NW
	14	NW		18	Tri		13	NW
	16	Tri		20	Tri		14	NW
	16	NW		22	Tri		15	NW
	18	NW	128 x 3	12			16	NW
	19	NW		13			16	Tri
	21	NW		24			18	Tri
16 x 4	10	NW	128 x 4	10	NW		18	NW
	11	NW		11	NW		20	NW
	12	NW		12	NW		20	Tri
	13	NW		13	NW		21	NTw
	14	NW		14	NW		22	NW
	16	NW		15	NW		22	Dia
	18	NW		16	NW		23	NW
16 x 6	12	NW		18	NW	135 x 1	12	
	13	NW		20	NW		14	
	14	NW		22	NW		16	
	16	NW	128 x 20	13	Tri	135 x 5	14	
	18	NW		14	Tri		16	
	21	NW		15	Tri	135 x 6	12	NW
16 x 73	11			16	Tri		13	NW
	12			18	Tri		14	NW
	14			20	Tri		16	NW

for clean level
uniform shades

CALCOFAST* GRAY G

This specialty-type dye produces clean, level, uniform grays on all types of leather. It is excellent to use as a base for producing a full range of grays. When used with synthetic tanning materials (Tanaks®) CALCOFAST GRAY G penetrates suede leathers sufficiently to permit top buffing.

CALCOFAST GRAY G is characterized by its good dye-bath exhaustion qualities and resistance to bleeding into a fat liquor.

Consult your Cyanamid Dyestuff representative for full information on this versatile dye — and others in our extensive Calco line.

*Trade-mark

Top buff ooze lining split leather, dyed with Calcofast Gray G, Calcofast Brown MF, Calcoacid® Brown Y, a 1% combination of these dyes, containing about 85% gray. An outstanding feature of this formula is the uniformity of color obtained.



NORTH AMERICAN CYANAMID LIMITED
DYESTUFF DEPARTMENT
MONTREAL AND TORONTO



AMERICAN *Cyanamid* COMPANY

DYESTUFF DEPARTMENT
BOUND BROOK, NEW JERSEY

NEW YORK • CHICAGO • BOSTON • PHILADELPHIA • CHARLOTTE • PROVIDENCE
LOS ANGELES • PORTLAND, OREGON

SALES EXPENSES

Travelers Favor New Tax Deductions

The Bureau of Salesmen's National Associations, representing 20,000 traveling salesmen in the shoe and apparel trades, will marshal full support in seeking adoption of new tax deductions approved this week for "outside" salesmen by the Ways and Means Committee of the House of Representatives.

According to Andrew P. Federline, Washington counsel for the salesmen's organization, the new Section 62-1 (c) (d) not only extends to employed salesmen the same tax exemptions and deductions accorded to those who do business as independent contractors, but also clarifies the latter's status.

"Many such salesmen incur business expenses, such as entertainment of buyers, transporting of samples, etc.," Federline explained. "Under present tax laws, these expenses may not be deducted for tax purposes unless they are reimbursed by the em-

ployer, or in those instances where the salesman is on an overnight trip away from home. The new wording overcomes this discrimination, and puts all salesmen on the same tax basis.

"Under the new provision governing transportation, salesmen can deduct all travel expense except for commuting between home and business, whether or not the trip is overnight. Such expenses can include payments to others for transportation and also the cost of gas, oil and auto repairs. Depreciation can also be deducted where the individual's own car is used.



Correct Clasps for Fall Casuals

Equip your Fall line of casual footwear with smart No. 6178½ ("contoured for comfort") . . . or that long-popular favorite, No. 1375½! These Anchor Brand style leaders are made for durable service, and smoothly finished to reduce skiving. Handsome on *any* strapped shoe. Send for samples . . . and ask for full information about the complete, distinctive Anchor Brand line of quality shoe trimmings.

NORTH & JUDD
Manufacturing Company
New Britain • Connecticut

New York • Boston • Philadelphia • Atlanta • Chicago • St. Louis • Dallas • Los Angeles • San Francisco
Buffalo • Detroit



No. 6178½ Clasp, ¾"

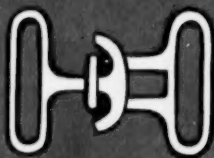


(Front View)



(Profile View)

No. 1375½ Clasp, ¾"



BLUE RIBBON CHAMP

Hofheimer's Wins Brand Name Award

Hofheimer's, Inc., Norfolk, Va., has been named Brand Name Retailer-of-the-Year in the shoe store section of the annual nation-wide competition sponsored by Brand Names Foundation, Incorporated.

The Norfolk firm has received the honor for outstanding presentation of manufacturers' advertised brands during 1953, according to Henry E. Abt, Foundation president.

The blue ribbon judging panel of seventeen retailers meeting at the Foundation's office named four other firms in the shoe store field as winners of Certificates of Distinction. They are: Heckert Shoe Company, Appleton, Wisc.; B. Rich's Sons, Washington, D. C.; Farr Bros. Company, Allentown, Pa.; and the Marrott Shoe Store, Inc., Indianapolis, Ind.

Judges also named Brand Name Retailers-of-the-Year and Certificate of Distinction winners in each of twenty-four other retailing fields.

New "210" Brochure

The 210 Associates has just published a new brochure which describes various aspects of the philanthropic group's operations and purposes. Included are case histories describing how "210" has helped industry members in need, the story of how "210" was founded, its fund-raising activities, membership requirements and plans for the future.

SERVICE CHARGES

NSMA Launches Leasing Study

A basic study designed to help shoe manufacturers decide whether to lease or purchase shoe machinery outright has been announced by Charles H. Jones, Jr., president of the National Shoe Manufacturers Association.

The Association has retained Prof. Robert Anthony, research consultant at Harvard Business School, to develop a "framework of reference" by which manufacturers can set their sights.

The study, in two parts, will first outline factors to be considered by any manufacturer before deciding whether to purchase or lease new machines. It will also outline factors to be weighed if and when it becomes possible for manufacturers to buy existing machinery already in their factories.

NSMA admitted the study has been inspired by the recent decision in the Government's anti-trust suit against United Shoe Machinery Corp., now on appeal before the Supreme Court. The decision, in part, ruled that United must give manufacturers the choice of leasing or purchasing shoe machinery made by the corporation.

The Association also reports that members were sent a flash bulletin this week advising that USMC service men beginning March 1 will leave a carbon copy of the service record card in each factory. The record should prove helpful, says Jones, in the event the USMC decision is sustained by the Supreme Court and service charges are separated from rentals and royalties.

Regal Reports

Regal Shoe Co. reports that the largest block of its stock on Feb. 11th was in the name of H. Hentz & Co. It amounted to 173,100 shares or 33.8% of the 512,098 outstanding.

This block, Regal notes, is understood to be owned in part beneficially by General Shoe Corp. and in part by that firm's employee retirement fund.

Brown Shoe Co., which has been competing with General for control of Regal, was disclosed to be the holder of 72,695 shares, or 14.2%.



GIL McDOUGALD, young third baseman of the World Champion New York Yankees, who has been named director of A. S. Beck's Youth Foundation which sponsor's Most Valuable Player Awards among leading scholastic athletes. The Yankee star's appeal to youngsters has been so impressive that he has been signed by Beck on a yearly basis. His duties include personal appearances at A. S. Beck stores over the country.

Sorting Light

A new lighting unit for grading and sorting of leathers, color matching and inspection is being offered by L. Court Butler, Inc., of Warren, Pennsylvania.

The unit, available in 24", 48" and 96" lengths, consists of a color-corrected combination of gaseous discharge and filament light sources which provide "natural daylight" lighting.

The unit is described as outstanding in its color rendering properties and affords constant uniform quantity and quality of light regardless of conditions. Varying lengths afford considerable flexibility.

Set Canadian Fair

The 1954 Candian Shoe & Leather Fair, an outstanding success last year, will be held Oct. 3-6 at the Sheraton-Mount Royal Hotel in Montreal, Canada.

The Fair Committee has announced

that sample room applications will be forwarded shortly to exhibitors. Sample rooms at the hotel will be available from Oct. 1-8.

In addition to sample showing, there will be a Chairman's Reception on Sunday night, Oct. 3, a prominent guest speaker at the opening dinner on Monday evening, and the annual banquet and dance on Wednesday evening.

Merger In Works

Negotiations for merger of Sommer & Kaufmann, San Francisco, with General Shoe Corp. of Nashville, Tenn., are nearing completion according to Herbert L. Sommer, president of the 60-year-old West Coast firm.

Although final details are still incomplete, Sommer & Kaufmann will continue as an autonomous company under its present management, Sommer added. Traditional merchandising policies will be retained.

MILITARY BUYING

Invitations

Men's Oxfords. The Contracting Officer, Pine Bluff Arsenal, Ark., has issued Inv. No. 96 calling for shoes, men's, black glove, blucher oxford, anchor flange steel box toe, lined quarter, International Shoe Co., Hy-Test H-306 or equal. Opening March 25.

Welders' Mitts. The New York Navy Purchasing Office has issued Inv. No. 2019 calling for 9,072 Mitts, arc welders, chrome tanned cowhide leather. Heat & leather resistant, 1 finger hand with knitted fabric lining in back, attached to gauntlet cuff with laminated fabric facing. Approx. overall length 15¼ inch, packed 24 per box, 6 boxes per case, to be delivered as follows: 5,472 each to Bklyn. Navy Shipyard, Bklyn., N. Y.; 864 each to Phil. Naval Shipyard, Phila., Pa.; 1,152 each to Charleston Naval Shipyard, S. C.; 1,584 each to San Fran. Naval Shipyard, Cal.

The bid also calls for 4,300 prs. of mittens, asbestos, chrome-tanned

cowhide or steerhide reinforcing patches on hand, both sides of thumb, and both sides of tip. Wool and cotton knitted fabric lining. Each mitten suitable for wear on either hand. Min. length 12 inches, packed 50 prs. to case. Mittens to be delivered to the following depots: 800 prs. to Phila. Naval Shipyard, Phila., Pa.; 2,850 prs. to Mechanicsburg Naval Supply Depot, Pa.; 100 prs. to Marine Corps Air Station, Cherry Point, N. C.; 400 prs. to Pensacola Naval Air Station, Fla., and 150 prs. to Great Lakes Naval Supply Depot, Ill. Opening March 25.

Leather Straps. New York Quartermaster has issued Inv. No. 324 calling for 4,000 straps, leather, 1½ x 19¼ inches, to Specs. Fed-KK-L-311a. Delivery to be made to Terre Haute Ord. Depot, Ind., by May 31, 1954. Opening March 29.

Ski Boots. New York Quartermaster has issued Inv. No. 321 calling for Boots, Ski, mountain with rubber cleated soles, for delivery as follows: 238 prs. to Auburn General Depot, Auburn, Wash., and 24 prs. for delivery to Schenectady General Depot, N. Y. Opening March 30.

Bids

Shoes, Service, Black. John Addison Footwear Co., Emmaus, Pa., was low bidder under Inv. No. 2010 which opened at the New York Navy Purchasing Office, and called for 50,001 prs. Shoes, Service, Black, high, general purpose to MIL-S-17156A. Addison quoted \$4.00 for the first 20,000 prs. and \$4.25 for the balance, less a discount of 1/10%, 10 days.

Shoes, Leather, Black. The New York Navy Purchasing Office opened Inv. No. 2011 calling for 200,008 prs. Shoes, Leather, black, low, men's and 34,515 prs. same in brown, f.o.b. carrier's plant. Under item 1—black shoes, the following were low bidders: R. H. Long Co., Framingham, Mass., \$4.75 for 75,000 prs.; Hanover Shoe Co., Hanover, Pa., \$4.83 for 60,000 prs.; J. F. McElwain Co., Nashua, N. H., \$4.82 for 200,008 prs.

Under item 2, the brown shoes, the following were low: R. H. Long Co., Framingham, Mass., \$4.75 for 20,000 prs.; Endicott-Johnson, N. Y., \$4.935 for 34,515 prs.; Doyle Shoe Co., Brockton, Mass., \$5.09 for 34,515 prs.

With the demand still high for **SMOOTH-FACED LEATHERS** you must look to **QUALITY** in your uppers!

You must eliminate wrinkles, boardiness, stiffness, piping.

You must obtain smoothness, soft luxurious "feel," perfect flexibility.

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Johnson City, N. Y.	Cincinnati, Ohio	Milwaukee, Wis.	St. Louis, Mo.	Los Angeles, Cal.	

Few Large Orders Being Placed But Plenty Of Small Ones Add Up

March Billings Better Than Expected.

April Sales Expected To Follow Rising Shoe Production.

Sole Leather Tanners expected little in March, got a bit more than this and need still more. Prices surprisingly steady in face of limited demand.

Best tannages get about 68c and down for clear light. Best 8-9 iron bends bring about 58c and down. Between 50-52c quoted for 9-10 irons. Over 10 irons about 47c and down.

Sole Leather Offal having slightly better week. Bellies still the most active department with single shoulders getting slightly more attention and a few fair sales made in double roughs.

Bellies bring 27-29c for most. One tanner asking 28-30c for his best. Single shoulders quoted at 38c and down. Double roughs sell at 47c and down for lights, 45c and down for mediums, 42c and down for heavies. Tannery run double roughs usually bring about 44c.

Calf Leather tanners expect a big fall run but could do with some immediate business. Billings for March fair when all the small ship-

ments are added up. Accumulators of medium and lower grades not large but could be if fall run does not materialize quickly. Sampling for fall very big.

Men's weights move easily in top grades, 95c to \$1.05. Aniline finish brings about a nickel more. Below 95c there is less activity, especially in medium weights. Grains widely sampled at a variety of prices.

Women's weights quoted at about \$1.00 and down for small skins; about 95c and down for regulars. Aniline usually brings four to five cents premium. Between 55-75c, where bulk of grades fall, haggling is the rule. Somehow or other, every week finds a fair quantity moving but little forward buying. Heavy suede in moderate demand. Light suede orders few and far between but sampling good. Grey still much talked about as the coming fall color.

Sheep leather tanners report mixed conditions. Some get fairly steady call; others complain bitterly. Prices usually hold fairly steady.

Best russet boot linings wanted at

Prices and Trends of Leather

KIND OF LEATHER	THIS WEEK	MONTH AGO	YEAR AGO	1953 HIGH
CALF (Men's HM)	73-1.05	73-1.05	84-1.14	95-1.20
CALF (Women's)	58-98	58-98	80-98	80-1.03
CALF SUEDE	60-1.00	60-1.00	80-1.05	85-1.10
KID (Black Glazed)	55-90	55-90	55-90	55-90
KID SUEDE	48-90	48-90	80-96	80-96
PATENT (Extreme)	50-56	52-57	56-62	60-64
SHEEP (Russet Linings)	15-25	15-25	18-32	18-32
KIPS (Combination)	52-54	52-54	56-60	64-68
EXTREMES (Combination)	44-50	44-50	51-54	56-59
WORK ELK (Corrected)	34-38	34-38	38-44	38-45
SOLE (Light Bends)	64-68	64-68	65-68	68-72
BELLIES	27-29	26-29	24-26	26-29
SHOULDERS (Dble, Rgh.)	44-50	44-50	50-53	51-56
SPLITS (Lt. Suede)	30-35	30-35	30-36	35-39
SPLITS (Finished Linings)	17-20	17-20	18-22	24-26
SPLITS (Gussets)	14-16	15-17	15-17	18-20
WELTING (½ x ¼)	6¾-7	7-7½	8	8
LIGHT NATIVE COWS	13½-14	13½-14½	18½	20½

All prices quoted are the range on best selection of standard tannages using quality rawstock.

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Uniform Quality

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- ✓ SHOULDERS
- ✓ BELLIES
- ✓ CUT STOCK

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MILWAUKEE, TAMPA, FLA., JACKSONVILLE
LOS ANGELES, CALIF., & S. P. LEONARD
CINCINNATI, OHIO

TANNER

25c and down. Shoe lining russets had moved at 22c and down, now find few willing to pay above 20c. Colored vegetable linings quoted at 25c and down, usually sell at around 24c and down. Chrome linings bring up to 28c.

Side Leather tanners continue widespread sampling of grains, fight hard for immediate business in leather now on hand. March billings generally good but little forward buying reported. Hand to mouth buying makes billing prediction difficult, but tanners optimistic about April-May volume. All see growing shoe production.

Very best combination tanned kips bring up to 54c for heavies. Plenty available at 50c with lights correspondingly lower. Best heavy extremes priced at 50c; others at 47c and down. Large leather brings up to about 45c for the best heavies. From there down a variety of prices.

Chrome kips quoted at 50c and down, with about 47c and down the usual listing. Best extremes quoted at 44c and down; large leather 42c and down. Plenty of lighter weights available in the 30's.

Split Leathers have price fight on their hands. Good call for linings but few tanners satisfied with prices obtained. Heavy suede for outsides get fair and steady call. Light suede gets few orders but sampling has tanners scurrying to bring out correct shade of grey. Fair call for sole splits. Grains quiet in all but sampling department.

At least one tanner still quoting 22-20-18 for finished linings. Needless to say this is a fine tannage with uniform trim and desirable finish. Usually fairly good finished linings can be had for 20-18-16 and 18-16-14. Suede linings quoted at 26c and down with interest aroused only at about 23c and down. Non-slips get fair call at 16-29c. Heavy suede splits for outsides bring 44c and down for very best. Light suedes quiet at about 35c and down. Better interest in sole splits with 4/5 ounce leather quoted at 30-28-26 here, two cents less there. 5-6 ounce stock brings 34-32-30; 32-30-28. Good call for 6-7 ounce stock at 42-40-38, with offerings from some tanners at several cents below these figures.

Work Glove revives. Tanners of top quality work glove splits obtaining orders from regular customers and moving leather steadily to these outlets. In other quarters, a larger volume of business desired and it is understood that sellers again

shaded prices from top quality tannages by a cent or so for some ordinary lots.

As a result, recently quoted ranges remain unchanged, good tannages still bringing top prices. LM weight work glove splits of No. 1 grade are quoted at 13-14c, No. 2 grade 12-13c and No. 3 grade at 11-12c. M weight of No. 1 grade brought 14-15c, No. 2 grade 13-14c and No. 3 grade 12-13c.

Garment Leathers lag. Trade entering seasonally slow period as manufacturers finish up commitments for spring lines and are not ready to make any extensive commitments for next fall and winter.

Due to the raw material situation, some tanners inclined to ask 37-38c for horsehide garment leather but admit that price is not so important as the need for some demand to develop. Last reported business involved good tannage at 36c and down.

Sheepskin garment leather continues around 32-33c for suede and 33-34c for grain finish. Some "Cape" type sheepskin leather bought at 30c while some choice grain stock from best imported foreign skins ranged up to 34-36c.

Cowhide garment leather remains unchanged around 29-31c, last paid as to tannages although some sellers currently ask 32c.

Bag, Case and Strap waits. Buyers hold off making new purchases until Congress passes legislation reducing excise taxes on handbags, luggage and other leather items. A reduction in these taxes, trade sources say, would help overcome buying resistance from the consuming public and thereby stimulate business.

Meanwhile, prices of leather remain unchanged and, if anything, have a steadier undertone. Case leather ranges 41-42c for 2-2½ ounce and 43-44c for 3-3½ ounce. Russet strap leather, Grade A is quoted at 50-51c for 4/5 ounce, 52-53c for 5/6 ounce, 54-55c for 6/7 ounce, 56-57c for 7/8 ounce, 58-59c for 8/9 ounce, 61-62c for 9/10 ounce and 64-65c for 10/11 ounce.

Grade B quoted 2c less and Grade C 4c under the above noted prices for Grade A. Colors bring 3c more and glazed 2c above russet prices.

Kid Leathers better. Philadelphia tanners report business not too unsatisfactory as far as orders in black suede, and even black glazed, are concerned. There is also con-

tinued demand for linings. A few tanners report some business in crushed. Slipper leathers very slow as are satin mats. A real problem facing tanners is the fact that rawskins are not only high in price but, in some instances, almost impossible to find. Those tanners who have practically always used Brazilian skins are now buying elsewhere. While waiting delivery on orders they are depleting the stock they have on hand.

Aside from this, the outlook is not too bad although tanners would like to raise their prices but are not yet in a position to do so.

Average Kid Leather Prices

Suede 32c-90c
Glazed 25c-\$1.00
Crushed 35c-75c
Linings 25c-55c
Slipper 25c-60c
Satin Mats 69c-98c

Belting Leathers hold in Philadelphia. Curriers not doing much buying, which of course has an affect on rough leather tanners. Curriers themselves find business still spotty. There is definitely some demand but not much and not constant.

Prices remain just exactly as they have been for some months, and curriers are holding to them. There doesn't seem to be any more talk about the possibility of price changes in the near future.

AVERAGE CURRIED LEATHER PRICES

Curried Belting	Best Sele.	No. 2	No. 3
Butt Bends	1.25-1.35	1.23-1.31	1.16-1.27
Centers 12"	1.53-1.64	1.43-1.55	1.41-1.45
Centers 24"-28"	1.51-1.58	1.41-1.52	1.39-1.53
Centers 30"	1.47-1.52	1.37-1.47	1.35-1.43
Wide Sides	1.22-1.25	1.18-1.21	1.12-1.14
Narrow Sides	1.14-1.17	1.11-1.13	1.05-1.07

Premiums to be added: Ex Light, plus 5c-10c; Light, plus 7c; Heavy, minus 5c-10c; Ex Heavy, minus 5c.

Glove Leathers spasmodic. Some orders placed during the past week for low priced deerskin and pigskin gloves.

Some activity in men's weights. Grey suedes scarce and there is some scrambling for enough leather to put out decent samples. Prices have advanced to 38c for the tops and 34c for the number two's. Hair types bring around 60c for a clean run. Irans slow with dealers making modest cuts to move leather. Number ones quoted from 24 to 26c. Number two's at 21 and 22c. Lower grades from 18c down depending on selection.

Deerskins at 55c, 48c, 40c and 32c are slow. Demand is for the lower grades. Pigskins under 50c move fairly well.

Garment suedes moving up. One tanner quotes 38c for ladies' and 36c for men's.

Tanning Materials

Raw Tanning Materials prices a bit easier this week. Tanning oils hold and tallow markets continue strong.

Raw Tanning Materials

Divi Divi, Dom., 48% basis shp't, bag	\$72.00
Wattle bark, ton	\$99.00
Sumac, 28% leaf	\$128.00
Ground	\$123.00
Myrobalans, J. 1's Bombay	\$43.00
Sorted	\$46.50
Genuine	\$48.00
Crushed 42-44%	\$62.00-\$63.00
Valonia Cups, 30-32% guaranteed	\$51.00
Valonia Beards, 40-42% guaranteed	\$65.50
Mangrove Bark, Ecuadorian	\$54.00
Mangrove Bark, Colombian	\$58.00
Mangrove Bark, 38% E. African	\$69.00-\$70.00

Tanning Extracts*

Chestnut Extract, Liquid (basis 25% tannin), f.o.b. plant	
Tank cars	4.40
Barrels, c.l.	5.30
Barrels, l.c.l.	5.65
Chestnut Extract, Powdered (basis 60% tannin), f.o.b. plant	
Bags, c.l.	11.28
Bags, l.c.l.	12.00
Cutch, solid Borneo, 55% tannin	.08%
Hemlock Extract, 25% tannin, tk. cars	.0625
f.o.b. works	.06%
bbis, c.l.	.06%
Oak bark extract, 25% tannin, lb.	.06%
bbis, 6 1/2-6%, tks.	.06%
Quebracho Extract:	
Solid, ord., basis 63% tannin, c.l.	.11 31/64
Solid clar., basis 64% tannin, c.l.	.12 3/16
Wattle extract, solid, c.l., East African	.10
60% tannin	.10
Wattle extract, solid, c.l., South African	.10
60% tannin	.10
Powdered super spruce, bags, c.l.	.05 1/2
.65 1/4; l.c.l.	.05 1/2

Spruce extract, tks., f.o.b. wks.	.01%
Myrobalan extract, solid, 55% tannin	.07%
Myrobalan extract, powdered, 60% tannin	.10
Valonia extract, powdered, 63% tannin	.09%
Quebracho Extract, Powdered, Swedish spray dried, 76-78% tannin	.16%
Wattle Extract, Powdered, Swedish, 73% tannin	.15%
Powdered Spruce, spray dried, Swedish	.04
Myrobalan, Swedish, Powdered 68-70%	.11%
Oakwood, Swedish, solid, 60-62%	.11%
Oakwood, Swedish, powdered, 64-66%	.12
Larchbark, Swedish, solid, 54-56%	.11%
Larchbark, powdered, Swedish spray-dried, 58-60%	.12%

Tanners' Oils

Cod Oil, Nfd., loose basis, gal.	.90-.95
Cod, sulphonated, pure 25% moisture	.13-.13 1/2
Cod, sulphonated, 25% added mineral	.11%-12
Cod, sulphonated, 50% added mineral	.11-11 1/2
Castor oil, No. 1 C.P. drs. l.c.l.	.20
Sulphonated castor oil, 75%	.18
Linseed oil, tks., f.o.b. Minn.	.15.2
drums	.16.7
Neatsfoot, 20" C.T.	.30-.32
Neatsfoot, 30" C.T.	.27-.28
Neatsfoot, prime drums, c.l.	.19
l.c.l. fob Chicago	.18%-19 1/4
Neatsfoot, sulphonated, 75%	.17 1/2-18
Olive, denatured, drs. gal.	2.20
Waterless Moellon	.13%-14
Artificial Moellon, 25% moisture	.18
Chamois Moellon, 25% moisture	.11-12
Common degrass	.12-13
Neutral degrass	.28-26
Sulphonated Tallow, 75%	.13
Sulphonated Tallow, 50%	.10
Sponging compound	.13-14
Split Oil	.11-12
Sulphonated sperm, 25% moisture	.16 1/2
Petroleum Oils, 200 seconds visc., tks., f.o.b.	.14%
Petroleum Oils, 150 seconds visc., tks., f.o.b.	.13%
Petroleum Oils, 100 seconds visc., tks., f.o.b.	.12%

*Imported Extracts are plus duty



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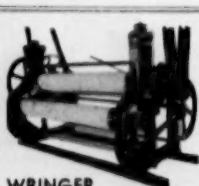
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Olean, New York

HIDES AND SKINS MARKET REPORT

Growing Tanner Interest Keeps Rawstock Prices Firm To Stronger

Some Advances Reported Along The Line
As Big Packer Trend Strengthens Entire Market

Big Packer Hides stiffen. Good interest from tanners and dealers promoted steadier undertone. Fairly broad demand at last paid prices caused packers to firm up in their ideas and try for $\frac{1}{2}$ c advances on most selections. After preliminary negotiations, big four producers successful in obtaining higher prices in initial trading involving branded cows and light native steers.

Buying of branded cows reported largely for dealer account and two big packers able to move a total of 7,000 of these hides on the basis of $10\frac{1}{2}$ c for northern and 11c for lighter average southwestern while some brought 10c from a far western point, the customary discount on the latter due to higher freight cost. Another big packer sold 2,200 light native steers of Cedar Rapids-Omaha production at 14c.

Two packers sold about 6,800 heavy native steers at $10\frac{1}{2}$ c for river and 11c for St. Paul productions. Good call for river heavy native cows at $11\frac{1}{2}$ c and for northern productions at 12c. Further interest reported for light native cows at $13\frac{1}{2}$ c for rivers and 14c for northern.

One of the outside independent packers sold a car from the Milwaukee area at 14c for light cows and the same seller, in earlier trading, realized 12c for a car of heavy cows.

Branded steers wanted at steady prices of $9\frac{1}{2}$ c for butts and heavy Texas and 9c for Colorados but packers have few to offer. Big four sales last week totaled around 100,000 hides of nearly all types. Included was a small sale of Jan. forward bulls at $10\frac{1}{2}$ c for native and $9\frac{1}{2}$ c for branded.

HIDE FUTURES

	Close March 18	Close March 11	High for Week	Low for Week	Net Change
April	14.45T	14.38B	14.55	14.32	+07
July	14.85B	14.85B	15.00	14.80	—
October	15.27T	15.25B	15.38	15.16	+02
January	15.43T	15.45B	15.55	15.38	-02
April	15.58B	15.55B	15.55	15.55	+03
July	15.63B	15.60B	15.17	15.60	+03
Total Sales: 186 Lots					

HIDE AND SKIN QUOTATIONS

	Present	Week Ago	Month Ago	Year Ago
Heavy native steers	$10\frac{1}{2}$ -11	$10\frac{1}{2}$ -11	$10\frac{1}{2}$ -11	12 $\frac{1}{2}$ -13
Light native steers	14 -14 $\frac{1}{2}$	13 $\frac{1}{2}$ -14 $\frac{1}{2}$	14 -14 $\frac{1}{2}$	17 $\frac{1}{2}$ -18
Ex. light native steers	16 -16 $\frac{1}{2}$	16 -16 $\frac{1}{2}$	16 -16 $\frac{1}{2}$	21
Heavy native cows	11 $\frac{1}{2}$ -12	11 $\frac{1}{2}$ -12	11 -12	15 -15 $\frac{1}{2}$
Light native cows	13 $\frac{1}{2}$ -14	13 $\frac{1}{2}$ -14	14 -14 $\frac{1}{2}$	18
Heavy Texas steers	9 $\frac{1}{2}$	9 $\frac{1}{2}$	9	11 $\frac{1}{2}$
Butt branded steers	9 $\frac{1}{2}$	9 $\frac{1}{2}$	9	11
Light Texas steers	12	12	11 -11 $\frac{1}{2}$ N	16
Ex. light Texas steers	13 $\frac{1}{2}$	13 $\frac{1}{2}$	14 -14 $\frac{1}{2}$ N	20
Colorado steers	9	9	8 $\frac{1}{2}$	10 $\frac{1}{2}$
Branded cows	10 $\frac{1}{2}$ -11	10 -10 $\frac{1}{2}$	10 $\frac{1}{2}$ -11	13 -13 $\frac{1}{2}$
Native Bulls	10 $\frac{1}{2}$	10 -10 $\frac{1}{2}$	10	11
Branded Bulls	9 $\frac{1}{2}$	9 -9 $\frac{1}{2}$	9	10
Packer calfskins	37 $\frac{1}{2}$ -42 $\frac{1}{2}$	37 $\frac{1}{2}$ -42 $\frac{1}{2}$	37 -42 $\frac{1}{2}$	49 $\frac{1}{2}$ -57 $\frac{1}{2}$
Packer kipskins	26 $\frac{1}{2}$ -27	26 $\frac{1}{2}$ -27	25 $\frac{1}{2}$ -27 $\frac{1}{2}$	31 -37 $\frac{1}{2}$

NOTE Price ceilings have now been completely ended by the government. All remaining goods and services have been removed from price controls. All regulations winding up controls require that applicable records be held until April 30, 1955.

Independents up. Packers' Assn. cashed in on $\frac{1}{2}$ c advance registered on branded cows early this week, selling 2,350 hides at $10\frac{1}{2}$ c. Also, a large Iowa packer sold 2,200 on the same basis. The Iowa packer, in addition, sold 1,000 Ottumwa light native steers at 14c and 900 from Sioux Falls at $14\frac{1}{2}$ c.

Earlier, a Wisconsin packer sold 1,000 light native cows at 14c following a sale of 800/900 heavy native cows at 12c. Another large independent packer sold 600 Chicago native bulls at $10\frac{1}{4}$ c with a kosher allowance.

Meanwhile, eastern packers were active, selling 900 New England Feb.-March light native cows at $14\frac{1}{2}$ c, 630 Baltimore heavy native steers at 11c and 1,100 Nashville heavy hides at 11c for native steers, 12c for native cows, 10c for butts and $9\frac{1}{2}$ c for Colorados.

In the Pacific Coast area, one big packer sold 1,300 Salt Lake City branded steers at 9c for butts and $8\frac{1}{2}$ c for Colorados and 1,700 branded cows from same point at $9\frac{1}{2}$ c.

Small Packers steadier. Some business reported in midwestern small packer productions of ordinary quality averaging 50-52 lbs. at 10c and of 48-50 lbs. avg. at $10\frac{1}{2}$ c selected fob. shipping points. A car or two of Ohio-Indiana 50-52s from low freight points brought $10\frac{1}{4}$ c selected fob.

At mid-week, the firmer big packer market induced some buyers to bid up to $10\frac{1}{2}$ c for choice lots of 50-52 lbs. avg. midwestern small packer hides from desirable freight points but sellers raised their asking rates to 11c.

Lighter hides from southwestern points had a better demand, partly from export interests. Following business down to 12c for Texas 42 lbs. avg. small packers, some sales of 40-42 lbs. avg. hides from that area were reported up to $13\text{-}13\frac{1}{2}$ c flat fob. shipping points. Tanners paid $13\frac{1}{4}$ c flat fob. for some southeastern light hides averaging $39\frac{1}{2}$ lbs. and sellers there later asked up to 14c flat fob. for 40-42 lbs. avg. hides.

Heavier average midwestern hides slow moving around $8\frac{1}{2}$ c selected fob. for 65 lbs. avg. and $9\text{-}9\frac{1}{2}$ c for 58 lbs. avg. Some small packer bulls of 80-85 lbs. avg. offered at 9c selected fob., last paid, but tanners slow to bid over $8\frac{1}{2}$ c.

Country Hides firm. Orders for mixed allweights containing renderer hides averaging around 50 lbs. at 8c



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flat trimmed fob. hard to fill as sellers asked 8½-9c.

Tanners willing to pay 8½-9c for locker-butcher hides free of renderers but found sellers asking a half cent more. Later, a car of very good Indiana locker-butcher hides, 50-51 lbs. avg., sold at 9½c fob.

Glue hides in carlots remained around 7-7½c fob. shipping points.

Calf & Kip moving. Sales of 25,000 calfskins by one big packer confirmed at steady prices. Seller moved Milwaukee-Eau Claire all weights and St. Paul lights at 40c. St. Paul type heavy calf had some call at last trading basis of 42½c.

Another packer sold 8,000 southeastern kip at 22c and overweights at 21½c. These prices considerably lower than last midwestern trading confirmed at 26½c for river kip and 27c for overweights, sold to export outlets. Offerings of more river kip at 26½c failed to attract domestic tanners.

Big packer regular slunks quoted at \$1.35 and large hairless at 85c as based on last sales.

Small packer skins steady at 28-30c for allweight calf and 15-17c for kip in carload lots. Carlot business in country skins reported at slightly firmer prices, calf bringing 22c and kip 12½c from a midwestern point.

Horsehides mixed. Because of limited supplies, buyers have found it difficult to obtain many good northern slaughterer horse hides at lower prices. Trading light and only occasional lots have sold of late with trimmed stock moving in a range of \$9.00-9.50 and untrimmed whole hides at \$1.00 more.

Choice all-northern slaughterer heavy average horse hides becoming increasingly difficult to obtain and sellers usually hold these at premiums. On cut stock, some business was done in good northern fronts at \$6.25 and in 22" up butts up to \$4.00 for better quality.

Brazilian Leathers

Ask

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Caixa Postal 917

Sao Paulo, Brazil

Big Packer Shearlings hold. Midwestern productions bring \$1.40 for No. 1s, \$1.15 for No. 2s and 85-90c for No. 3s.

Last sale of clips reported by big packers at \$2.25; some sellers now ask \$2.50 for new business. Large midwestern independent packer March wool pelts quoted at \$4.85-4.95 per cwt. liveweight basis. Full wool dry pelts are nominal at 26-27c awaiting new sales.

Pickled skins of domestic production nominal at \$9.50-10.00 per dozen.

Dry Sheepskins drag. Some small lots of Mocha blackheads sold at \$1.10 per lb., c&f., basis primes. Skins suitable for friezing.

Good call for "regular" Brazil cabrettas and selling quarters state Cearas and Pernambucos can be sold at \$13.00 c&f. basis. Not many offers and most sellers want at least 25c more. Continent paid \$13.00 fob. for regulars. No call for "specials" and market is nominal around \$15.50-16.00 fob. basis.

Wool sheepskin markets firm at origin resulting in a dearth of business here. At the last Australian auctions, Melbourne sale cancelled while at Sydney, 44,800 skins offered and market generally par to one penny dearer. No new advices from the South American markets.

Pickled Skins moving. Although there continues to be some resistance to New Zealand prices, a fair amount of business passing and during the past week about 35,000 dozen North and South Island lambs purchased by U. S. operators at around steady to slightly higher levels. Last sales "Islington" at 84 shs. and "Waitara" at 83 shs.

No new sales of sheep. On a tender of 2,000 dozen "Wallacetown" sheep, sale made at 121 shillings, slightly under previous tender.

Reptiles mixed. Good call for tejus but due to small offers and high asking prices, trading is restricted. Brazil market very tight and some buyers are beginning to look around for other skins, such as wet salted Bengal back cut lizards but it is in-between seasons for this particular type and shippers have nothing left over from last season.

A fair sized quantity of Brazil back cut tejus, 20/60/20 assortment, 93/10 selection, but including either 10% large seconds or small firsts, at shippers option, sold at 70c fob. Most shippers asking 71-72c fob. and showing no interest in counter bids.

India market slow and nominal. Offerings of Madras bark tanned whips, 4 inches up, averaging 4½ inches combined with skins averaging 4¾ inches, 70/30 selection, at 40c and no interest evident on buyers part.

Wet salted back cut Bengal lizards can be sold and although buyers express low views, would increase their ideas if there were any available. The belly cuts said to be selling to Europe.

Some offers of wet salted Agra back cut lizards but there is no interest in these. Very little call for Ring lizards and alligators.

Deerskins soften. Buyers seem to have reduced their ideas and while shippers slow to accept any reductions, there is an easier tone to the market. Last confirmed sales of Brazil "jacks" at 59c, basis manufacturers.

Best indications for Siam deerskins 45c c&f., considerably under what shippers have been talking. Interest in New Zealand at 70c c&f., but most shippers have higher views.

Pigskins slack. A little interest in spot skins at a price.

Some Manaos blacks on spot sold at \$1.25 ex-dock. No recent offerings of greys as shippers are firm at origin due to small stocks.

Some offers of Matto Grosso dry carpinchos at \$2.60 c&f. Last sales Chacos at \$2.65 basis manufacturers. Negotiations still pending on Para grey peccaries with shippers holding for \$1.60 fob., basis importers, but buyers' ideas less.

Goatskins generally steady at origin. Some softening noted, however, in Batie types which last sold at \$9.75 per dozen c&f. for 115 lb. 30/50/20 skins—about 25c down. Afloat, same selection brought \$10.00. Genuine Baties sold at \$11.00 for 110 lbs. 40/50/10 skins.

Amritsars slow at \$9.00-\$9.25 for group 4 with shippers now asking up to \$10.00. Madras Deccans, 1.70/1.80 lbs., last brought \$9.50 afloat. Red Kanos goatskins, spot, brought \$1.08 per lb., c&f. basis primes while Sakota primes sold at \$1.15. Shade dried Mombasas, 50/30/20 selection, moved at \$10.50 per dozen, 110/115 lbs.

Most recent business in Latin Americans saw Pernambucos from Brazil moving at 85c per lb. Other northern and Cearas brought 83c fob.

New Methods In Tanning, Dyeing And Finishing Of Leathers

German Leather-Making Is Utilizing Several New And Interesting Technical Processes

By Dr. Gerhard Otto
Nova Chemical Corp.

Commencing with chrome tanning, in Europe we discovered that there is a possibility of getting fuller leathers even from meager, empty skins by a slight acid swelling just before chrome tanning or at the beginning of the tannage itself. You may think this is a dangerous method. But we developed a technique which works well.



There are two ways leading to the same goal. One may work without any pickle, treating the delimed and bated skins first in a bath of a well-defined chrome alum solution, changing later to a bath of, for instance,

40 percent basic chrome liquor. This second bath should contain a little more chrome oxide than is normally used in order to fill the skins sufficiently with tanning material. The skins which were slightly swollen in the chrome alum solution become tanned in the second bath and the slight swelling becomes fixed.

We found a second way is simpler than the first mentioned. It is a foolproof method and consists in the use of a new chemical compound. This is a new acid material, previously unknown, which has come into frequent use in European tanneries. It is an aromatic acid: sulfophthalic acid (Decaltal N Powder). It has a rare property. It does not swell the skin like normal acids, for example, hydrochloric acid, sulfuric acid, formic acid, etc. Using this acid for pickling, there is no need to add any salt. The skin, when treated in the customary acid and salt pickle, becomes dehydrated and loses about 20 to 30 percent of its weight.

Now, with the sulfophthalic acid, the skin remains unchanged in weight and has just that degree of slight swelling which allows the chrome tanning to penetrate and to fill the hide well. This acid at the same time exercises a slight masking effect upon

the chrome compounds which leads to an especially uniform fixation of the chrome. We too use formates for this purpose and we often find that the combined effect of formate and sulfophthalate is much better than formate only. If the aromatic sulfonic acid is present in the hide, the danger of overmasking the chrome is less than without the sulfophthalic acid. This masking acid, by its aromatic character, furnishes chrome complexes with especially good affinity to hide substance. Thus, it helps to give fullness but at the same time produces a very fine grain.

The formation of a fine grain which does not tend to get drawn, is one of the most important requirements for the chrome tanner. Often he has to work up some raw material which, in spite of the best beam house work, tends to have a loose, or even pipy, grain. To overcome this condition, the tanners have again and again tried combinations of aluminum tannage with the chrome tannage because there was the experience that aluminum salts form a closer and firmer fibre structure than chrome salts do.

Now, aluminum salts hydrolize much stronger, forming an undesirable excess of acid and even when basified like chrome salts, have only a poor tanning effect in comparison with chrome. Nevertheless, they were used from the beginning of chrome tannage and the results in relation to firmness of grain were good. However, chrome leathers tanned in such a manner normally do not get sufficient fullness.

If, on the other hand, one adds aluminum tannin to the drum where the hides had been running some hours in the chrome liquor, there has always been the difficulty to get rid of the excess acid. Basification in the bath of combined chrome and aluminum salts precipitated the basic aluminum compounds and therefore



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no good neutralization of such leathers could be done. So there was often no possibility to have such leathers normally dyed and fatliquored.

During the last year we found we could do some interesting work to overcome these difficulties. We found that starting from aluminum chlorides with a basicity of 60 percent and adding small quantities of certain cationic soaps, we could basify the aluminum chloride to 85 percent and retain a soluble system which penetrates the hide well and the tanning effect of which is much better than with the aluminum compounds known hitherto.

Adding only a few percent of this new aluminum tannin (Lutan O) to the normal chrome tanning if it has run, for instance, three hours, we note a finer and closer grain of the resulting leathers which have distinctly better flanks than with the pure chrome tannage.

If there are skins with especially spongy structure, for example, sheepskins, first we give the normal chrome tannage, neutralize the skins with some bicarbonate and then retan with the 85 percent basic aluminum chloride. The effect is amazing. Skins which normally, after staking, show the bad effect of double layers and pipy grain, after this tannage do not, or do so to a much lesser degree.

In those cases, too, where chrome leather is retanned and by this retannage tends to get a drawn grain, the combination of the chrome tannage with the aluminum salt of extremely high basicity has been proved to be very helpful.

Retannage of chrome leathers for suede is done better with this new aluminum tannin than with chrome salts, the resulting nap being much

finer and the tearing strength distinctly higher.

Now something about leather dyeing and dyestuffs for leather dyeing. There is a fundamental difference between European producers of dyestuffs and dyestuff producers here. We do a lot of fundamental research work about the principles of leather dyeing. We are developing special dyestuffs for the leather trade with all the special properties that may be required; for example, for dyeing of chrome uppers or of chrome sueded, etc. Today we know why one dyestuff penetrates the chrome leather throughout its whole thickness, leaving a flat shade on the surface, whereas another dyestuff used on a similar leather produces very full shades with good covering power upon the surface of the leather and leaves the inner layers undyed.

Looking at the constitution of a dyestuff, we are able to predict its behavior when reacting with different kinds of leather.

We developed ranges of dyestuffs each brand of which has the same dyeing behavior, properties and fastnesses (Luganil dyestuffs). They are homogeneous dyestuffs and can be mixed one with the other, the mixture reacting like a homogeneous dyestuff. Thus, using the different brands of this range of dyestuffs, the dyer can realize each shade without fear of unlevel leather coloration.

We also developed a special technique of dyeing pure aniline shades. We learned that there is not only affinity between the hide and the dyestuffs but also between the chrome compounds fixed in the leather and the dyestuffs. We learned how to influence each affinity: how to reduce them; how to raise them. Thus we discovered that there was a way to

dye very uniformly and at the same time to have full shades.

The affinity both of the hide and of the chrome must first be reduced and then by a following treatment uniformly raised. To reduce each affinity, we use a combination of the neutral salts of a synthetic replacement tannin with the neutral salts of aromatic masking acids (Tamol Ga). This first treatment is done, for example, while it is still in the neutralizing bath. Then the new uniform affinity is brought about by a treatment with a cationic, colorless condensation product (Bastanol) which may be added first to the dyeing drum, run a few minutes and then the anionic dyestuff is added as usual.

This technique of dyeing uses the influences of substances with opposite electrical charge and a quite similar technique is used in our tanneries in fatliquoring the chrome leather, retanned leather or bark-tanned leather. The normal chrome leather, if not too strongly masked, has a positive surface charge. Therefore it is fatliquored predominantly with a fatliquor, the particles of which are negatively charged; that is, a liquor with sulfated oils.

If the chrome tannage is stronger masked or if retannage is done with bark tannins or synthetic tannins the surface of the leather gets a more negative charge. In this case, the best fatliquoring is done by using first a sulfated oil system, the particles of which have the same charge and are fixed slowly and uniformly and then by adding to the same drum a so-called cation liquor. The fat particles in this cationic system have a positive charge and by this opposite charge they are fixed very rapidly especially in the outer layers of the leather.

LEATHER

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PEOPLE

About industry personalities coast to coast

• **Paul Mann** of Boston is now handling the kip lining splits line of J. D. Willett & Co., Haverhill.

• **Vincent Monti** has been named plant superintendent of the Mel Preston Shoe Corp., Brooklyn, N. Y., manufacturer of women's wedge heel shoes.

• **Joseph Barbara** is now associated with Colonial Footwear, Inc., East Norwalk, Conn., manufacturer of children's cemented shoes.

• **Eagle-Ottawa Leather Co.** of Grand Haven, Mich., has named **E. K. Ellis**, general sales manager, and **Milton Burr**, assistant sales manager, to take over the former duties of **Leonard Schaden**, recently retired. Both Ellis and Burr will direct sale of the company's leathers to shoe and upholstery manufacturers. Schaden is continuing to serve in an advisory capacity.

• **Clarence Barker** has been elected president of Ohio Valley District Council No. 2, United Shoe Workers of America, CIO.

• **Kip Bowen** has resigned as manager of the men's footwear division of Joyce, Inc., Pasadena, Cal. Bowen has been with the firm for almost nine years. His duties have been taken over by president **William Joyce**.

• **Alfred Curtis** has taken on the "Hub" line of heel board manufactured by Leather Sales Co. of Hyde Park, Mass. Curtis will cover New York, New Jersey and the South.

• **H. Allen Thorne**, managing director of Odell Leather Co., Ltd., Odell (Bedford), England, recently landed in New York on a round-the-world flight. Thorne left England in Jan. and has since visited India, Australia and New Zealand. From New York, he will visit Canada before returning to England. His U. S. headquarters are with his agent, Leather Trading Corp., 75 Cliff St., New York City.

• **David I. Coombs** has been appointed public relations director at International Shoe Co., St. Louis. The

new department will be under supervision of the general advertising division headed by **A. L. Johnson**. Thomas W. Parry & Associates will no longer handle International's public relations. Coombs will coordinate information on the company's activities, operations and policies.

• **Joseph Nicastro** has resigned as designer and executive with Futura Footwear Corp. of New York City.

• **Ralph Saylor** has been appointed sales director of the Moxees division of Belgrade Shoe Co., Auburn, Me.

• **Harry Cohen** has been appointed vice president in charge of merchandising and buying of Wise Shoe Co., retail shoe chain. Cohen, formerly shoe buyer for the firm, has been associated with Wise for the past 30 years.

• **Lucille Haley** has been appointed fashion director for A. S. Berg Co., Boston shoe fabrics firm. Previously fashion director for I. Miller & Sons and more recently for Samuels Shoe Co. of St. Louis, she will make her headquarters at the Marbridge Bldg. in New York City.

• **Carl Weeks** has been named manager of Benj. Wishner Co., Milwaukee hide broker-dealer. Weeks joined the firm five years ago. Founder and president Benjamin Wishner died recently.

• **R. F. Welter** has joined the New York Direct Sales Group of Antara Chemicals, sales division of General Aniline & Film Corp. Welter will assist in the sales program for chemical intermediates and carbonyl iron powder.

• **Augustine R. Marusi**, vice president in charge of Eastern operations of the Borden Co.'s Chemical Division, has been named president of the division. He succeeds **William F. Leicester**, president of the division since 1944, who continues as chairman of the board and as a vice president of the Borden Co.

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NEWS QUICKS

About industry happenings coast to coast

California

• New warehouse and office building is being erected for use of **General Republic Corporation** on Garfield Avenue in Los Angeles Central Manufacturing District. General Republic is a subsidiary of **General Shoe Corp.** of Nashville, Tenn.

• The **First Regal Shoe Company** store on West Coast to house the entire family's footwear needs under one roof opened this week at 153 West Second Street, Pomona, Calif.

Colorado

• The **Denver Shoe Show of the Mountain States Shoe Travelers' Association** for Fall, 1954, will be held at the Albany Hotel May 30-June 1.

Connecticut

• **Coleco Tanning Corp.**, 71-77 Windsor St., Hartford, recently incor-

porated under Connecticut laws with Leonard E. Greenberg as president and Maurice Greenberg, secretary and treasurer.

Maine

• **Sandler-Harmony Shoemakers, Inc.**, Harmony, opened its new plant last week as Governor Burton M. Cross cut first piece of leather. The plant will employ some 110 persons in production of women's shoes.

Maryland

• Partnership of Harry and David Felser, owners of **Pilot Shoe Co.**, 31 Hopkins Place, Baltimore, has been dissolved by mutual consent. Business will be continued under the same trade name by Harry Felser.

• **Cavalier Co.**, Key Highway and Jackson Sts., Baltimore, manufacturer of shoe dressings, has installed number of new stainless steel kettles of large

capacity, thus doubling output in many departments.

Massachusetts

• **Ideal Retanning Company**, Haverhill, is now located in the Chesley & Rugg building on Washington Street.

• **Regal Shoe Co.**, Whitman, reports a net profit of \$207,165 for year ending Dec. 31, an increase of 23.2 percent over 1952. Sales for 1953 were \$9,615,975 as compared with \$9,491,959 in 1952.

• Name, good will, machinery and equipment of **Geo. Gillis Shoe Corp.**, 79 Rollstone St., Fitchburg, manufacturer of men's and women's Gil-Ash athletic shoes, was sold at auction this week. Sale was held March 18 on the premises.

• **A. H. Rice Co.**, Pittsfield, manufacturer of silk and synthetic threads, has just released a sixteen-page booklet entitled, "Shoe Manufacturers' Guide to Better Production and Higher Quality." Copies are available upon request.

• **Allied Kid Company**, Boston, is now making available a new brochure

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entitled, "Of Kids and Goats" which contains educational background material on tanning of goatskins.

Michigan

• The Michigan Shoe Travelers Show will be held in Detroit's Hotel Statler May 2-May 4.

Missouri

• Hermann Oak Leather Company, 4056 North 1st Street, St. Louis, tanner, is constructing \$2,500 addition to its paint storage vault.

• Robert Feilich Shoe Co., Inc., 1123 Washington Ave., St. Louis, has opened its 12th retail family shoe store at 1209 E. Washington Street, Springfield, Ill.

New Jersey

• Seton Leather Company and its subsidiaries reported net earnings for year ended Dec. 31 as \$254,074 as compared with \$196,900 in 1952.

New York

• M. D. Shoe Co., 118 W. Broadway, New York City, is planning to move to 158 Duane Street.

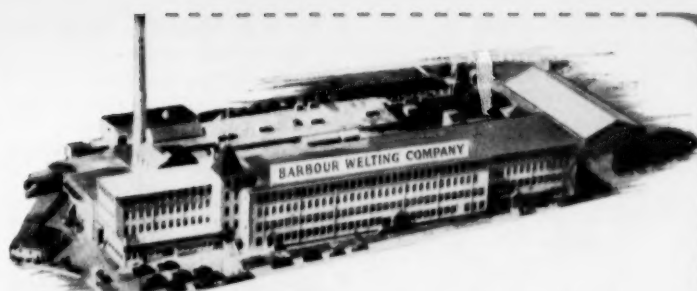
• Louis Singman Footwear Co., 415 Bedford St., Brooklyn, has been organized for manufacture of slippers.

• Leather & Tanning Co., Inc., 440 Fourth Ave., New York City, has been organized with Murray Harris, Jack Lewis and D. Friedlander as principals.

• Office employes of Endicott-Johnson Corp. in Triple Cities area and Oswego will participate in a dinner dance, May 1 in Endicott's EJ Recreation Hall.

• American Cyanamid Company and The New Jersey Zinc Company have announced that they have entered into a contract under which New Jersey Zinc will purchase Cyanamid's Gloucester City, New Jersey, titanium dioxide plant.

• Leather Industry will be represented by six men who will serve as chairmen for that group during 1954 April Cancer Crusade. Chairmen and their divisions include: Herbert G. Hanan, president of Hanan and Son, Inc., and John Laycock, sales manager of Sterling Last Corp., co-chairmen for Boots and Shoes; Irving J.



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Fife, Irving J. Fife Co., and Nathan Dworitzsky, Toxaway Tanning Co., co-chairmen for Leather, Hides and Skins; Irving Braverman, president, Leed's Travelwear Corp., and Sam Dorf, president, Travellers Luggage Corp., co-chairmen of Luggage.

Ohio

• **Textileather Corp.**, Toledo, is engaged in a construction project totaling more than \$2,000,000. Included in expansion program are two new warehouses.

Pennsylvania

• **United Shoe Co.**, 19 N. 4th Street, Philadelphia, recently purchased stock, fixtures and goodwill of Albert H. Yungel, Dandyline Shoe Store, 755 Cumberland St., Lebanon.

• **Rohm & Haas Co.**, Philadelphia, has announced construction of a Canadian plant is under way at Scarborough, near Toronto, Canada. Plant will be managed by Rohm & Haas Company of Canada Ltd., a wholly-owned subsidiary.

Texas

• **Mustang Moccasin Company**, Eagle Pass, has been purchased by M. L. Bunn and L. G. McCartney.

Washington, D. C.

• More than 200 of America's leading retailers and retail association executives gathered this week at the Statler Hotel for the two-day annual meeting of **American Retail Federation**, representing more than 600,000 retail stores throughout the country.

Canadian Notes

• The Ontario Labor Relations Board has ordered a bargaining agent election to be held shortly at **Humberstone Shoe Co., Ltd.**, of Port Colborne, Ont. The firms 270 employees will cast votes for representation by the Canadian Shoe & Leather Workers Union or International Fur and Leather Workers Union, now worker bargaining agent.

The election was set after Lawrence E. Morkem, president of Canadian Shoe & Leather Workers Union, petitioned the Labor Board for an election claiming that a majority of the firm's workers wished to sever connections with IFLWU because of "domination by Communists."

• **Canadian investments** in capital, repair and maintenance expenditures for the leather products industry will drop to \$4.3 millions during 1954 compared with \$5.1 millions in 1953 and 4.9 millions in 1952.

Capital expenditures by leather products manufacturers will total an estimated \$1.7 million in 1954 as against \$2.4 millions in 1953 and \$2.3 millions in 1952, while repair and maintenance expenditures will drop to \$2.6 millions in 1954 against \$2.7 millions in 1953 and \$2.6 millions in 1952.

• **Lundy's Shoe Shop**, Winnipeg, Man., has been discharged from bankruptcy by order of the court.

• Though British Columbia's Government has increased its **sales tax** to 5% from 3%, children's shoes are exempted entirely from the sales tax.

• **Helma Leather Goods**, Montreal, Que., has given notice in Ottawa that discharge from bankruptcy has been suspended for nine months from Feb. 10.

• Latest annual survey of Canada's **tanning industry** has indicated that 67 establishments operated during 1952 or the same as in preceding year but the number of their employees averaged less at 3,923 in 1952 as against 4,061. Wages and salaries rose to \$10,790,441 despite the smaller number of workers compared with \$10,318,606 a year ago.

Cost of materials used in leather tanning operations dropped drastically to \$27,973,421 as against \$44,385,680 and gross value of production totalled only \$46,601,610 compared with \$57,879,980.

barrel heel



Poeuf heel

heels designed for you!

they'll buy more shoes
with these fine heels.

For the "New In Heels"

See the Heels that Have Made News!

Unfinished and Finished Heels Ready for Attaching



atlantic heel co.

55-71 AMORY STREET, BOSTON (ROXBURY DIST.), MASS.

ATCO-FLEX AFFILIATE

ATCO-FLEX INNERSOLE CO.



Dust Removing Blower

High Pressure

Only \$55.00

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Standard Electric Manufacturing Co.

West Berlin 77, New Jersey

CLASSIFIED ADVERTISING

Wanted and For Sale

For Sale

CHILDREN'S AND MEN'S stitchdown shoe and slipper factory located in New England. 75 cases per day capacity. Low rent and overhead. Cheap labor. Plenty of experienced and inexperienced help available. Send inquiries to Box Q-1, c/o Leather and Shoes, 10 High St., Boston 10, Mass.

For Sale

115 plate glass pasting frames, without glass, for Speco dryer. Good condition. Size of frame 70-3/16" x 142-3/16", made of 1 1/2" extra heavy pipe.

Address B-20,
c/o Leather and Shoes,
300 W. Adams St.,
Chicago 6, Ill.

Splitting Machine

FOR SALE: 57" Turner splitting machine—bought new two years ago and in top notch condition.

Address C-9,
c/o Leather and Shoes,
300 W. Adams St.,
Chicago 6, Ill.

Machinery For Sale

ONE ONLY 106 inch Belt Knife Splitting Machine in excellent condition. Originally manufactured by the American Tool Co. Write for details.

Address C-10,
c/o Leather and Shoes,
300 W. Adams St.,
Chicago 6, Ill.

Companion Line

WANTED by active shoe supplies agent with 20 years actual shoemaking experience. Good following in New England. Now handling nationally-advertised line. Will give complete coverage in Massachusetts and New Hampshire shoe factories. Write Box Q-4, c/o Leather and Shoes, 10 High St., Boston 10, Mass.

Sale or Rent

MODERN EASTERN KID TANNERY FULLY EQUIPPED FOR 250-300 DOZEN DAILY.

Address inquiries to Box Q-7,
c/o Leather and Shoes
20 Vesey St.,
New York 7, N. Y.

Blue and Pickled Splits for Sale

TRIMMED AND SORTED for weight and grade. Large quantities. Steady supply. Tell us what you are making and we will furnish a suitable selection. Address C-1, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

Shoe Factory

OLD ESTABLISHED children's shoe manufacturer enjoying the respect of the shoe trade. Volume of 50 cases daily children's Compo and preweits sold to best jobbers and chains. Factory loaded with orders and full prospects very bright. No real estate. Address C-14, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

Rates

Space in this department for display advertisements is \$5.00 per inch for each insertion except in the "Situations Wanted" column, where space costs \$3.00 per inch for each insertion.

Undisplayed advertisements cost \$3.50 per inch for each insertion under "Help Wanted" and "Special Notices" and \$1.00 per inch for each insertion under "Situations Wanted."

Minimum space accepted: 1 inch. Copy must be in our hands not later than Monday morning for publication in the issue of the following Saturday.

Advertisements with box numbers are strictly confidential and no information concerning them will be disclosed by the publisher.

THE RUMPF PUBLISHING CO.
300 W. Adams St. Chicago 6

Leather Finishing Place

WANTED. Leather Finishing Place, About 10,000 sq. ft., preferably equipped, or small tannery, wanted for rent in metropolitan area by the former foremen of Brightman Leather Company.

Contact

SAM ROSENTHAL

2356 EAST 27th ST.

BROOKLYN, N. Y.

Tel.: SHEEPSHEAD 3-3772

Help Wanted

Leather Sales Technician

POSITION OPEN — Leather sales technician to locate and travel South America—spend one month U. S. Tannery experience essential — Spanish helpful. To represent manufacturer's line tanning chemicals. Address C-12, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

Splitting Mch. Operator

SPLITTING MACHINE OPERATOR WANTED to work on dry oak curried shoulders. Established New England firm.

Address B-18,
c/o Leather and Shoes,
300 W. Adams St.,
Chicago 6, Ill.

Salesman Wanted

FOR LINE OF genuine hand sewed camp moccasins, hunting boots and welt hunting boots. Commission only. No Draw. States still available, Ohio, Indiana, Iowa, Michigan, Illinois, Wisconsin, Minnesota. Reply listing experience and towns presently being made. Address C-13, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

Tannery Superintendent

TANNER: Superintendent wanted—knowledge of vegetable tanning. Complete charge of labor and production in medium sized tannery.

Address C-15,
c/o Leather and Shoes
300 W. Adams St.,
Chicago 6, Ill.

Wanted

Assistant Sales Manager

EXPERIENCED, sales-minded man wanted by prominent eastern tanner of side leather. Age of no consequence; ability all important. Apply Box Q-9, c/o Leather and Shoes, 10 High St., Boston 10, Mass.

Salesman

WANTED. Salesman, experienced selling machines for leather goods; new in the market; good commission; good opportunity. Address Box Q-10, c/o Leather and Shoes, 20 Vesey St., New York 7, N. Y.

Packing & Finishing Foreman

NEW HAMPSHIRE manufacturer of women's high grade shoes wants top notch packing and finishing room foreman. Man selected must have intimate knowledge of finishes and dressings. Address Box Q-7, c/o Leather and Shoes, 10 High St., Boston 10, Mass.

PACKING & FINISHING ROOM FOREMAN

For men's top grade manufacturer. Must be experienced. Excellent opportunity. Usual benefits. Write Giving Full Details

JOHNSTON & MURPHY

42 Lincoln St. Newark, N. J.

Situations Wanted

Tanner-Supt.

SUPERINTENDENT AND TANNER desires position with a responsible organization. Must be quality manufacturers of side leathers or desirous of obtaining same. Thoroughly experienced in tannery management, labor relations, and material procurement. A thorough knowledge of leather manufacture from hide house to sales. Kips and sides in Elk, Smooth, Bag, Aniline, Waterproof, Retan, Mechanical, Retan Sole, Glove tanned, and other leathers, with a comprehensive knowledge of split manufacture. Over twenty-five years experience with technical education. Extensive experience as a consultant. Excellent references. Domestic and foreign inquiries invited. Address C-11, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

Administration or Sales

WIDE EXPERIENCE over 25 years, sales, merchandising, production, all types calf and side upper leathers and splits. Capable developing new lines and new fields. Experienced tannery management. Address inquiries to Box Q-6, c/o Leather and Shoes, 10 High St., Boston 10, Mass.

THE WOBURN MACHINE COMPANY

HIDE AND LEATHER MACHINERY

PROMPT SERVICE ON MACHINERY REPAIRS

TEL. WO-2-0330

201 MAIN ST., WOBURN, MASS.

Coming Events

April 4-8, 1954—Advance Boston Fall Shoe Market Week. Sponsored by New England Shoe and Leather Association. Hotels Statler and Touraine and manufacturer showrooms in Boston.

April 4-8, 1954—National Luggage & Leather Goods Show. Hotel New Yorker, New York City.

April 25-28, 1954—St. Louis Shoe Show, sponsored by St. Louis Shoe Manufacturers Association. Leading St. Louis hotels.

May 2-6, 1954—Popular Price Shoe Show of America. Sponsored by National Association of Shoe Chain Stores and New England Shoe and Leather Association. Hotels New Yorker and McAlpin, New York City.

May 9-12, 1954—Fall Shoe Show sponsored by Southwestern Shoe Travelers Association. Adolphus, Baker and Southland Hotels, Dallas, Texas.

May 10-11, 1954—Annual Spring Meeting of National Hide Association. Sheraton-Cadillac Hotel, Detroit, Mich.

May 13-14, 1954—Annual Spring Meeting of Tanners' Council of America. Bedford Springs Hotel, Bedford, Pa.

May 15-22, 1954—National Luggage & Leather Goods Week. Sponsored by Luggage and Leather Goods Mfrs. of Am., Inc.

May 22-25, 1954—Annual Convention, Luggage & Leather Goods Mfrs. of America, Inc. Ritz-Carlton, Atlantic City, N. J.

June 7-10, 1954—Annual Convention. American Leather Chemists Association. Bedford Springs Hotel, Bedford, Pa.

July 5-8, 1954—Golden Anniversary Convention of Shoe Service Institute of America. New Yorker Hotel, New York City.

July 11-14, 1954—Baltimore Shoe Show, sponsored by Baltimore Shoe Club, Inc. Lord Baltimore Hotel, Baltimore, Md.

Aug. 29-Sept. 1, 1954—Allied Shoe Products and Style Exhibit for Spring and Summer 1955. Hotel Belmont Plaza, New York City.

Aug. 31-Sept. 1, 1954—Showing of American Leathers for Spring and Summer 1955. Sponsored by Tanners' Council of America. Waldorf-Astoria, New York City.

Oct. 24-27, 1954—National Shoe Fair. Sponsored by National Shoe Manufacturers and National Shoe Retailers Associations. Palmer House and other Chicago hotels.

Oct. 28-30, 1954—Annual Fall Meeting of Tanners' Council of America. Edgewater Beach Hotel, Chicago.

Feb. 19-22, 1955—Factory Management Conference. Sponsored by National Shoe Manufacturers Association. Netherland Plaza Hotel, Cincinnati, O.

Deaths

Winfred A. Place . . . leather goods executive, died March 11 at his home in Worcester, Mass. A native of Providence, he entered the leather goods manufacturing business many years ago and in 1919 was elected president of Warren Belting Co. in Worcester. He served in that position until 1946 when he became a director of the company. Place was a 32nd degree Mason and active in fraternal and religious affairs. He leaves his wife, Anna M.

Michael F. Clark . . . 86, retired shoe foreman, died March 12 at his home in Avon, Mass. A shoe foreman at the former W. L. Douglas Shoe Co. in Brockton, he served also as Brockton tax collector for 30 years and also as a selectman for a period. Clark was active in religious affairs.

Charles H. Lawrence . . . 89, shoe machinery executive, died recently in Winchester (Mass.) hospital after a long illness. Lawrence was formerly treasurer of Lawrence-Kelley Co., Inc. shoe machinery and supplies dealer and was widely known throughout the New England area. He retired several years ago. He was extremely active in fraternal affairs and a member of Unicorn Country Club, the Boston Athletic Association and the Paint of Oil Club of Boston.

W. Fred Wildes . . . leather executive, died recently in Florida following a long illness. Active in the New England sole leather industry for many years he was treasurer of the former Charles H. Horne & Co. A native of Georgetown, Mass., he became associated with the Horne firm as a salesman and became a partner in the firm before his retirement several years ago.

Arthur L. Bustard . . . 62, shoe machinery technician, died March 4 in Boston after a heart attack. He was a salesman and technician in the Cutting Room Department of United Shoe Machinery Corp.'s Boston office. A lifetime resident of Randolph,

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Mass., he had worked with E. C. Young Co. of Randolph and Miami as well as the Harrison Co. of Chicago prior to joining United Last Co. of Boston as a salesman in 1931. He was transferred to United Shoe's Cutting Department in 1933 and became an expert on the use of cutting dies and United's Clicking Machines.



CHARMOOZ

THE PERFECT SUEDE LEATHER

BLACK AND COLORS

AMALGAMATED LEATHER CO'S, INC.

WILMINGTON 99, DELAWARE

MANUFACTURERS' SALESMEN!

This insole story
really sells shoes!



1. This soft spring, used alone, flattens out like foam-rubber alone does under body weight . . .



2. That's why Armstrong *reinforces* foam with cork particles which act as a resilient second spring.



3. Combined, foam and cork work like this spring-within-a-spring to support body weight gently.



4. This is *Cushion Cork® Foam's* exclusive "Double-Action" cushioning—a comfort feature that's easily demonstrated right before the customer's eyes.



5. It's the big reason why shoes made with insoles of Cushion Cork Foam sell faster and bring customers back for more of the same!

For sample of Cushion Cork Foam, see your Armstrong representative or write direct to Armstrong Cork Co., Shoe Products Dept., 6003 Drury Ave., Lancaster, Pa.

ARMSTRONG'S CUSHION CORK FOAM

THOMAS TAYLOR

products



Specialists
SINCE 1864 IN THE ART
OF WEAVING HIGH-GRADE
ELASTIC SHOE GORING
EXCLUSIVELY.



General view chemical analysis section Research and Development Laboratory in our plant #3 at Hudson.

.. with a background of ninety years of experience and research

SHUGOR Shugor stands at the top in the shoe goring field. Constant research and improvements, working hand-in-hand with the shoe industry, have made Shugor a "must" with the nation's shoe manufacturers.

BRAIDS The up-to-the-minute Taylor braid plant annually produces millions of yards of novelty trimming braids and cords, flat, tubular and round . . . elastic and non-elastic.

LACES We produce high-grade laces (elastic and non-elastic). Our TAYLASTIX flexible elastic shoe laces provide maximum comfort at all times. Our DAWHIDE impregnated-fabric laces are "Better than Rawhide."

DYEING Our modern dye plant is fully equipped to dye SHUGOR and braids to match customers' materials.

TIPPING The Tipping Department's up-to-the-minute equipment tips both elastic and non-elastic materials.



THOMAS **Taylor** & SONS
HUDSON, MASS.

CORP. 1954 THOMAS TAYLOR & SONS



View of special exclusive braiders making elastic shock cord for Navy and Air Force.



Testing rubber thread on an IP-2 Scott Tester for new product development.



Start of testing of 10,000 lb. T.S. Nylon parachute shroud line on Air Force R. & D. contract.